Rollfast . . . NATIONALLY

Deluxe 26-in. **51.95**

Super Deluxe **62.95**

ROLLFAST DELUXE

Compares with similar bikes selling for $89.95 and up! Handsome streamlined styling; rugged, long lasting construction for "Built-in" safety. Double bar motor bike frame; coaster brakes; Texas style handlebars. Balloon tires. For 12 year olds and up; adjustable 28 to 33 in. leg reach. Shpd. promptly frt. or express from Indy. near Utica, N. Y. or Michigan City, Ind., whichever is closer.

BOY'S. Metallic Red; Ivory trim.
L51 J 2561. (62 lbs.) **51.95**

GIRL'S. Metallic Blue; Ivory trim.
L51 J 2511. (62 lbs.) 51.95

Only $5 monthly!

SATISFACTION GUARANTEED

26-IN. SUPER DELUXE—OUR FINEST!

Tops in quality and performance . . . He'll be the "Pride-of-the-neighborhood" on this sleek, new cycle! Deluxe tank, built-in electric horn; sturdy streamlined rear carrier; comfortable saddle with bright chrome crash rail. White sidewall tires; chrome rims and kickstand; deluxe chain guard. Knee-action spring fork; Texas style handlebars; Rocket Ray headlight; Coaster brake. For 12 years old and up; adjustable 28 to 33 in. leg reach. Shipped promptly frt. or exp. from Indy. near Utica, N. Y. or Michigan City, Ind., whichever is closer.

L51 J 2560. BOY'S. Metallic Red; Ivory trim. (64 lbs.) . . . **62.95**
L51 J 2510. GIRL'S. Metallic Blue; Ivory trim. (64 lbs.) 62.95

Only $6 monthly!

BIG 'N LITTLE LIGHTWEIGHTS

47.95

24.95

18.95

AGES 3 to 6

- 14-in. "Briton-Aire" — for "Little Brother"
- Imported "English" bike for "Big Brother"—lightweight
- 3-speed Raney-Archer gear shift, "triggermatic" control
- 2-Wheel cable brakes

IMPORTED LIGHTWEIGHT. 26x1.375 in. tires—minimum road drag. Black with Gold trim. Ages 12 years and up. Adjustable 28 to 33 in. leg reach. Shpd. promptly frt. or exp. from Indy. near Utica, N. Y. or from Chicago, Ill., whichever is closer.

L51 J 2723. BOY'S. (50 lbs.) **47.95**
L51 J 2723. GIRL'S. (50 lbs.) 47.95

14-INCH SIDEWALK MODEL. Speedy, low priced lightweight bike. For ages 3 to 6 . . . removable balancer for added safety while learning. Dupont nylon bearings; semi-pneumatic tires. Double block pedals. Black with Gold trim. Metalbe. Shpg. wt. 29 lbs.

ES1 J 2824 . . . . . **24.95**

RUGGED 14-IN. SIDEWALK BIKE. Fine quality at a low, low price. A big thrill for 3 to 6 year olds . . . removable balancer for extra safety. Sturdy tubular steel frame with durable Red and White baked-on enamel finish.

Ball bearing wheels; 1¾ in. semi-pneumatic tires are puncture proof. Riveted spoke wheels; sturdy 1-pc. crank.

Adjustable chrome plated handlebars; extra large, molded rubber saddle with plated springs. Metalabe from Chicago, Ill.

ES1 J 2834. (35 lbs.) **18.95**

BUY NOW—PAY LATER. A LITTLE EACH MONTH

A Oil impregnated lifetime bearings **4.29**

3-Wheel 2.49 B

C **Chain Drive Farm Tractor 24.95**

D **Dump-Trac Trailer 7.95**

CHAIN DRIVE TRACTOR, DUMP TRAILER FOR "JUNIOR" FARMERS

A 2-WHEEL SCOOTER. Red baked enamel heavy gauge steel. 10 in double disc wheels, 1¾ in. semi-pneumatic rubber tires. Steel stand, brake. Rubber grips. 38x34 in. high. Mailable.
E35 J 3125. (19 lbs.) **4.29**

B STURDY 3-WHEELER. Steel Red baked enamel frame. 8-in. double disc wheels, ½-in. rubber tires; Sturdy wood hand grip. Size: 24x26-in. high. Mailable.
E35 J 3144. (7 lbs.) **2.49**

C HEAVY DUTY CHAIN DRIVE. Famous Murray tractor. All enclosed bicycle roller-type chain. Rugged tubular steel frame, enclosed hood. Red baked-on enamel finish, silver-color enamel grill. Room for 1 more on stamped rear platform; Full ball bearing wheels. 10-in. rear wheels, 1¾-in. semi-pneumatic tires. Lug-type tractor treads. 8-in. full turning front wheel. Turns in its own length. Rubber block pedals; stamped seat. Imitation hand throttle. Chain guard. Trailer hitch for towing. Abt.: 38½x22x27½-in. high. More fun! Add trailer below.
E35 J 3171. Mailable. (38 lbs.) **24.95**

D DUMP TRAC TRAILER. Doubles their fun! Hitch to tractor above. Pick-up—haul, just pull dump lever and you're ready for another load. Heavy gauge steel. Red baked enamel finish. 8-in. wheels; ⅝ in. rubber tires. 13¼x33-in. long.
E35 J 3176. Mailable. (19 lbs.) **7.95**

E DELIVERY TRIKE. Heavy gauge 1¼ in. steel tubular frame, rubber hand grips. 16-in. front wheel has nylon bearings. 10-in. rear wheels, double disc steel; 1½ in. rubber tires. Padded spring saddle. Box: 21x21x4-in. deep. Red with White trim. See "How to Order" below.
E 35 J 3082. Mailable. (36 lbs.) **15.95**

G STANDARD BIKE. 1¼-in. heavy gauge tubular steel, 2-in. full sleeve head bearing. Rubber block pedals. ⅜-in. handle bar adjusts. Ball bearing front wheel. 1-in. rubber tires. Coil spring saddle. Red, White trim. "How to Order" below. Mail.
E35 J 3270. 12-inch. (20 lbs.) . . **10.59**
E35 J 2371. 16-inch. (26 lbs.) **11.95**
E35 J 2272. 20-inch. (29 lbs.) **12.95**

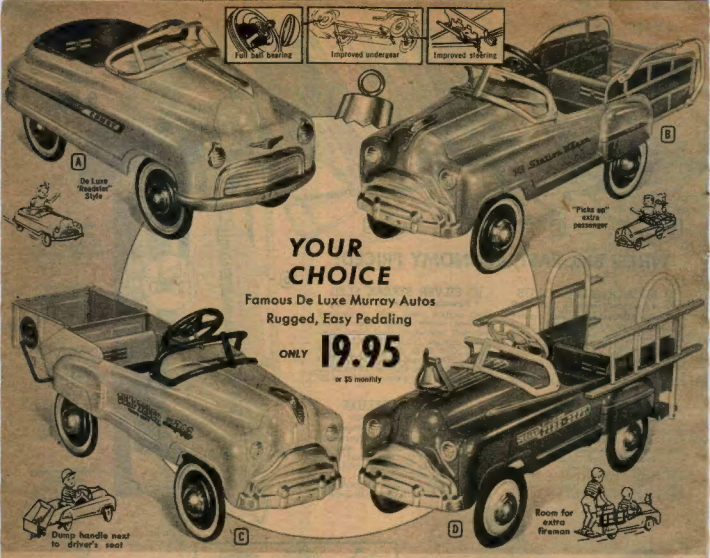
H 10-IN. TOT'S VELOCIPEDE. Sturdy tubular steel frame. 10-in. ball bearing front, 7-in. sleeve bearing rear wheels. Adjustable handle bar, rubber grips. ⅝-in. rubber tires. Pocket type steel saddle; molded rubber pedals. Red with White trim. See "How to Order" chart below.
E35 J 3107. Mailable. (17 lbs.) . . **5.95**

J DELUXE BIKE. 1¼-in. tubular steel frame, 2-in. head, full sleeve bearing. Ball bearing wheels; 1¾ in. semi-pneumatic tires. Handle bars adjust. Plastic covers double coil spring troxyl saddle. Rubber block pedals. "How to Order" below. Mail.
E35 J 3280. 12-inch. (27 lbs.) . . **15.95**
E35 J 3281. 16-inch. (33 lbs.) 17.95
E35 J 3282. 20-inch (36 lbs.) 18.95

HOW TO ORDER VELOCIPEDES

To determine leg reach, measure child from crotch to ball of foot. Order wheel size that provides desired leg reach.

Front Wheel	Leg Reach	Front Wheel	Leg Reach
10-in	14½ to 17 in.	16-in.	19½ to 21 in.
12-in.	17½ to 19 in.	20-in.	21½ to 23 in.



HEAVY GAUGE STEEL! WITH FULL BALL BEARING . . . REAR WHEEL PEDAL DRIVES

- **All models come with 8-inch double disc wheel, ⅝ inch rubber tires . . . smoother, easier maneuverability, more leg room**
- **All models boast new improved undergear and steering mechanism . . . fabric-type seat pads . . . rubber block pedals**

A DE LUXE COMET AUTO. with all the easy pedal driving features above. Heavy-gauge steel body . . . built for rugged performance. Light Gray baked on enamel body. Red trim. Silver enamel windshield, bumpers. Plated radiator ornament and head lamps. 39x17-in. wide. Mailable.
E35 J 3177. (38 lbs.) **19.95**

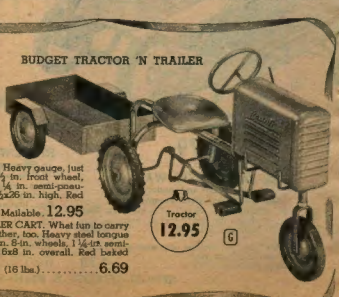
B SLEEK STATION WAGON. A real pride with all deluxe features above. New steering mechanism allows turning in small areas. Driver can take 1 passenger. Tubular steel. White enameled hand rails. Gold-color, Maroon trim. Abt. 47x17 inches wide. Mailable.
E35 J 3175. (41 lbs.) . . . **19.95**

C DUMP TRUCK. Rear mechanism easily dumps load! Lock holds box in carrying position. Tailgate raises, lowers. Plus all features above. Yellow baked-enamel body, box. Silver-color bumper. Chromeplate radiator ornament. 47x17-in. wide. Mailable. Order today.
E35 J 3179. (39 lbs.) . . . **19.95**

D LADDER FIRETRUCK. Room for "extra fireman" on rear platform. Hand rails, rear step, metal-plated clanging bell, 2 removable wooden varnished ladders. Boasts all deluxe features above. Red baked-enamel body; White trim. Silver-color bumper. Abt. 47x17 in. Mailable.
E35 J 3174. (41 lbs.) **19.95**

E ECONOMY AUTO. With all deluxe features of expensive Murray autos. Heavy-gauge auto steel. Blue baked-on enamel body. Full ball bearings, rear axle, pedal drive. 8-in. double disc wheel, ⅝ in. rubber tires. 36x17 in. wide.
E35 J 3173. (32 lbs.) **12.98**

BUDGET TRACTOR 'N TRAILER

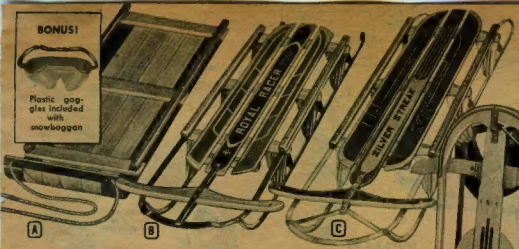


G FARM TRACTOR. Heavy gauge, just like real! Has 7½ in. front wheel, 11-in. rear wheels. 1¼ in. semi-pneumatic tires. 37½x17½x26 in. high. Red baked enamel finish.
E35 J 3084. (26 lbs.) Mailable. **12.95**

DETACHABLE TRAILER CART. What fun to carry toys, groceries for mother, too. Heavy steel tongue attaches with cotter pin. 8-in. wheels, 1¼-in. semi-pneumatic tires. 34x16x8 in. overall. Red baked enamel finish.
E35 J 3074. Mailable. (16 lbs.) **6.69**

BONUS!

Plastic goggles included with snowboggan



Spiegel Deluxe **8.85**

Reinforced steel front for longer life! Fingertip control

4 heavy coil shock absorbent springs provide cushioned speed

Fast pick-up! High carbon spring steel grooved runners

Extra Sturdy hardwood deck . . . natural finish with red trim

Safe! One-piece continuous runners return to sled body.

D

WHEE! BIG, FAST, ECONOMY PRICED!

A SNOBOGGAN, BONUS

- **Fleet sled and toboggan combined!**
- **Bonus! Adjustable plastic goggles**

Front turns up just like a toboggan; raised hand rails about 32 in. long give sure grip. Seasoned hardwood reinforced with sturdy, wide cross sections. Heavy pull rope. Natural and Red finish. 38 in. long.
E35 J 3297. Mailable (9 lbs.) . . **3.89**

B ROYAL RACER SLED

- **Safety runners with turned ends**

A winner! Selected hardwood deck, high carbon steel grooved runners, heavy gauge stamped steel knees. Color-fast Red and Black enamel finish. Choice of 3 lengths.
E35 J 3293. 34-in. (14 lbs.) . . . **5.59**
E35 J 3292. 45-in. (11 lbs.) 4.39
E35 J 3291. 40-in. (10 lbs.) 3.99

C SILVER STREAK SLED

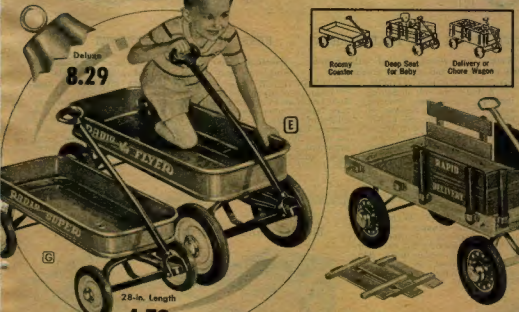
- **Famous patented "Y" steering**

High carbon steel, safe, continuous runners; heavy gauge steel knees. Selected hardwood deck. Red-Blue-Silver enamel. (15 lbs.)
E35 J 3290. 58-in. 6 knees . . **6.79**
E35 J 3289. 52-in. 6 knees (14 lbs.)6.39
E35 J 3286. 46-in. 4 knees (12 lbs.)5.39
E35 J 3287. 40-in. 4 knees (11 lbs.)4.39

D SPIEGEL DELUXE

- **Cushioned coil springs are ideal for belly-bopping, coasting!**

Packed with power! Spring steel safety runners, shock absorbent springs, finger-tip control, reinforced steel front—all make this hardwood sled top! Natural and Red finish.
E35 J 3285. 47-in.4 knees(16 lbs) **8.85**
E35 J 3286. 51-in. 6 knees (18 lbs)9.85



E G RADIO FLYER WAGONS

- **Auto steel body and undercarriage**
- **Semi-pneumatic puncture-proof tires**

E 10-in. double disc wheels; 1¾-in. tires. Red enamel; white trim. 34x15½x4-in. body.
E35 J 3131. Mailable. (38 lbs.) **8.29**

G Smaller Size. 7-in. double disc wheels; 1¼-inch tires. 28x13x3½-in. body.
E35 J 3160. Mailable. (19 lbs.) **4.79**

STAKE WAGON, 6 REMOVABLE PANELS

- **Sides up, use as chore wagon, baby cart**
- **Seasoned wood, silvered heavy steel undergear**

Sides mortised; held firmly by steel rods. 10-in. artillery type wheels with 1¾-in. semi-pneumatic tires, lifetime nylon bearings. Natural varnish finish. 10x36-in. body; 8½ in. inside depth.
E35 J 3119. Mailable. Shpg. wt. 46 lbs. . . . **18.77**

STANDARD WOOD STAKE WAGON (not shown). Varnish finished. 7-in. wheels with rolled steel bearings; semi-pneumatic tires. Mailable.
H35 J 3112. 12x28x8½ in. deep. (29 lbs.) . . . 10.79

STEEL HAND TRUCK

- **For child's size loads**
- **Fine for play or chores**

Like a real loader's hand truck—children love it! Wonderful for playing "mover." All heavy steel, two 4-in. all-rubber wheels, rubber handle grips. 16½x28 in. high; 3½-in. loader lip. Mailable. (7 lbs.)
E35 J 3130. . . . . **1.98**

Delightful Christmas

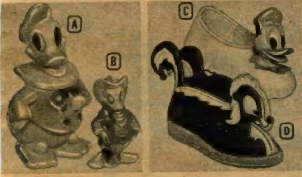
4.79

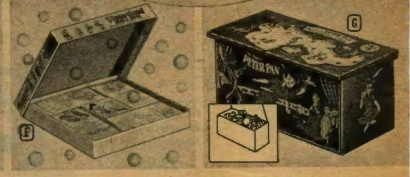
- Plays a tune all the way through
- Open top to change music roll

MELODY PLAYER—Colorful Disney designs lithographed on reinforced steel case. So well constructed—it lasts and lasts. Works on the old piano type principle. Organ grinder handle.
35 J 2715. Melody Player, 1 Music Roll, (3 lbs.) **4.79**
4 Asst'd Music Rolls—Popular Children's Tunes.
35 J 2717. Sorry, no choice. (6 oz.).....4 for 89¢

- Doll's head moves as she "walks"
- Saran "hair" . . . easy to wash, set
- Dress as Peter Pan, Tinker Bell, or Wendy . . . costumes included

10½"IN WALKING DOLL
Jaunty as Peter Pan in Green rayon jacket, felt hat with 6-in. feather; decorated waist belt, sheathed sword, socks, Brown shoes . . . sparkling as Tinker Bell in flocked rayon wrap-around, Gold colored wings . . . appealing as Wendy in Blue rayon taffeta dress, White shoes. Hard plastic body, glamorous go-to-sleep eyes. (2 lbs. 8 oz.)
R35 J 3538.....Complete **4.89**





A Donald Duck Cookie Jar. Welcome gift! Pastel Blue, Yellow and Green pottery with a highly glazed finish. 7x8x11-in. high. Matchable.
R739 J 5050. (6 lbs.)5a..**2.49**

B DONALD DUCK BANK . . . inspires children to save. Pastel Yellow, Green, Brown and Blue pottery with a highly glazed finish. 4x3½x7-in. high. (2 lbs. 5 oz.)
79 J 5051.....2a. **99¢**

C DONALD DUCK RUBBERS. Molded rubber—skid resistant sole. Children's sizes: A (shoe sizes 2 to 3½), B (4 to 5½), C (6 to 7), D (7½ to 9½), E (10 to 12). 25 J 162. YELLOW
State size letter. (1 lb.).....**1.45**

D "FLOWER" inspired felt slipper. Cushiony platforms, leather soles. Felt content marked. Children's sizes: 5-6-7-8-9-10-11-12. Order shoe size; for ½ size order next smaller size.
24 J 7399. BLACK with WHITE
State size. (1 lb. 4 oz.).....**3.45**

E BUBBLE BATH. Enjoy frothy luxury—recite a poem printed on each package of scented powder. Colorfully printed with Disney characters, each box contains twenty ⅛-oz. packages of pastel bubble bath powder, 8 Disney cut-outs! Shpg. wt. 12 oz.
20 J 4615.....**1.20**
Price includes Federal Excise Tax.

G PETER PAN GAME CHEST provides compact storage for toys and treasures—encourages children to be neat. Spinner attachment on the durable top is a fascinating game—will keep your child entertained with the rollicking adventures of Peter Pan. Sturdy enough for a window seat or TV bench—designed of heavy 1-pc. corrugated fiber board with Peter Pan characters in multi-colors. Overall size: 14½x30x15-in. high. Matlable.
R34 J 1116. (16 lbs.).....**2.79**

DISNEY WALLETS featuring all time favorites. You receive 2 wallets—one with a Mickey Mouse print, the other with a Peter Pan. Each multicolor plastic wallet has a bill section, snap coin purse, play money, picture section with pictures of Disney "people". Each colorfully boxed for Christmas giving.
32 J 7899. (12 oz.)....2 for **89¢**

"SNOW WHITE" HANDBAG for a smart young miss! She'll be delighted with a bright Red shoulder strap handbag just like mommy's! She'll love the multicolor picture of "Snow White and the Seven Dwarfs" on the snap front. And, it's plastic—wipes clean!
29 J 8260. (1 lb.).....**.99¢**
Price includes Federal Tax.

DISNEY SOCKS with Peter Pan, Mickey Mouse, Donald Duck or others, printed in multicolors on picot-edged cuffs! Fruit-of-the-Loom fine mercerized cotton knit; nylon reinforced toes, heels. Asst'd colors.
Children's Sizes: 6-6½-7-7½-8-8½. Only in sets of 4 prs., 1 size to a set. State size.
21 J 838. (4 oz.)..4 prs. **1.00**

EMBROIDERED BRIEFS with Donald Duck, Peter Pan, Mickey Mouse, others in multicolors. Run-proof acetate tricot knit. Elastic waist, leg openings, double crotch. Bartacked. Asst'd colors. Children's Sizes: 2-4-6-8. See chart 5, page 146.
State 1 size to set of 3.
27 J 1790. (7 oz.)....3 for **1.15**
Save on 6! (14 oz.)....6 for 2.29

ORDER ALL YOUR TOYS EARLY—PAY LATER, A LITTLE EACH MONTH!

1

Build a model town with

Block City 2.59 up

2

Mr. Potato Head

89¢ up

3

Yogi Defies gravity! Climbs walls, walks ceilings

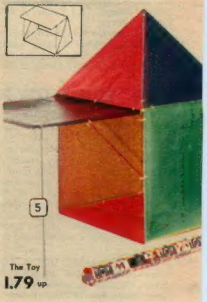
79¢ ea.

2 for 1.49

4

"Toddler Toy" of the year

2.98



5

The Toy

1.79 up

Toys that teach! Endorsed by Miss Frances (Dr. Frances Horwich) of NBC's T.V. Ding Dong School

6

Puzzles **1.59** ea.

7

Ding Dong School Play Cloth **1.00**

8

Bean Bags

4 for 89¢

9

Ding Dong School Green House **3.29** set

SHOWN AT RIGHT: Toys for pre-schoolers; designed by children's specialists —

"Block City," "Potato Head," "The Toy," "Ding Dong School," TV Favorites and many others!

1. "BLOCK CITY"—build one house or whole city! Plastic interlocking blocks, safe, shatterproof, washable. Glue permanently or use clay "mortar." Use real blueprints. Scaled 1/2Z to 1-in. Includes blocks, scaled doors, lintels, coping strips, windows, roofing, lence pieces. Instructions.
354 Y 4576—152-Pc. Set. Ship. wt. 1 pound 10 ounces. . . . . **Set 2.35**
354 Y 4577—336-Pc. Set. Shipping weight 3 pounds 10 ounces. . . . . **Set 4.35**
354 Y 4578—472-Pc. Set. Shipping weight 3 pounds 8 ounces. . . . . **Set 6.75**
354 Y 4581—836-Pc. Set. In plastic case. Ship. wt. 7 lb. 2 oz. . . . . **Set 12.98**

2. "THE POTATO HEADS"—Styrofoam head, 5½-in. high, plastic body. Stick potato on body, add hands, eyes, ears, nose, mouth to make funny people. All kinds of pieces to use! Instructions incl. Portable carrying kit.
354 Y 4564—MRS. POTATO HEAD. Shipping weight 12 ounces. **89c**
354 Y 4555—MR. POTATO HEAD. Shipping weight 12 oz. **89c**
354 Y 4575—POTATO HEAD FAMILY (Mr., Mrs., Spud, Yam). 1 lb. 6 oz. . **2.89**

3. YOGI BIRD—defies gravity! Walks up, down, sideways on wall! 354 Y 4588—6-in. long. Works minutes on 1 winding. Ship. wt. 9 oz. . . . **79c**
354 Y 4593—PAIR OF YOGI BIRDS AS ABOVE. Ship. wt. 12 oz. **1.49**

4. 5-PC. TODDLER TOY OF THE YEAR!—chosen by Woman's Home Companion editors! 8 building beaches, 5-in. whirly blue cart. 3 take-apart sailors in 7/4-in. boat, 5½x4-in. Match-a-Peg, 5¾x2½-in. board.
354 Y 4560—S perfect pre-school toys! Shipping weight 2 lb. 1 oz. . . . **2.98**

5. "THE TOY" by CHARLES EAMES. 84-pc. In seconds make playhouse, airplane, tent, panels for adult group decor. Incl.: 4 square, 4 rectangular, 30-in. panels, 28 dowels (30x1/4-in.), 6 dowels (22x1/4-in.), 35 "Fir" connec.
35 Y 4579Z—Panels Variar plastic coated, 30x3-in. stored. Wt. 5 lb. . . . **3.19**
"THE LITTLE TOY"—3 dimension construction set. Toy-size version of "The Toy." Incl.: 9-in. squares, equilateral triangles. 4 wire, 4 tekwood triangles; 4 wire, 4 tekwood squares; connec. Colored, scaled for child.
354 Y 4580—Action sheet included. Shipping weight 3 lb. 4 oz. . . . **1.79**

6-9. DING DONG* TOYS that teach! Endorsed by Miss Frances (Dr. Frances Horwich of the Ding Dong School TV program. *Copyright NBC, 1953.

6. DING DONG PUZZLES—inlaid. Sturdy wood, masonite construction.
354 Y 4567—KING COLE. 354 Y 4568—ZOO KEEPER.
354 Y 4569—FARMER. 354 Y 4570—BUS DRIVER.
Each puzzle 8½x8½x1½/16-in. thick. Ship. wt. 1 lb. 6 oz. . . . . **Each 1.59**

7. DING DONG PLAY CLOTH—Child can paint, color, etc., no damage!
354 Y 4565—54x54-in. vinyl plastic. "Bell" print on Red. Wt. 9 oz. **1.98**

8. DING DONG BEAN BAGS—4 in set; 2 round, 2 square. Assorted colors.
354 Y 4589—4½-in. size. Bell emblem. Asst. colors. Wt. 1 lb. 4 oz. . **Set 89c**

9. DING DONG GREEN HOUSE—for little gardeners. Green plastic tray (8x6x1½-in. deep). Transparent plastic Greenhouse hood (6x6x4-in. at peak). Has 4 permanent ventilating slots and ventilating lid (4x3-in.) which may be kept open or closed. Kit contains Cellophane package of Vermiculite (substance used by Universities and Greenhouses for germinating seed and root cuttings; 2 oz. package of rapid grow soluble plant food; 4 packets Vaughns Flower and Vegetable Seeds; Package of pea size gravel used as drainage for water; 1-in. clay pot to be used for sub-irrigation. Watering pot. Color instruction book by Miss Frances.
354 Y 4581—Everything for a garden! Shipping weight 2 lb. 6 oz. **3.29**

SHOWN AT LEFT: Action toys for your toddler

10. KOLOR-KART—amusing tot toy! Triangular shape in multicolor plastic. Has 3 plastic balls in each corner—rattles when pulled.
354 Y 4585—Triangle about 41/4-in. each side. Ship. wt. 6 oz. **89c**

11. DUCK FAMILY—Mama duck and 3 tiny baby ducks waddle along as toy is pulled. All in bright Yellow. Sturdy plastic.
354 Y 4534—10½x11-in. long. Red wheels. Ship. wt. 12 oz. **97c**

12. KLATTER-GATOR—Listen to him clatter as Junior pulls him along. Bright Red dragon head and tail. Body is a double row of multicolor cubes that twist and turn. All plastic.
354 Y 4584—17½-inches long. Shipping weight 14 oz. **1.79**

13. WIND-UP TRAIN—no tracks needed! Tru-color plastic locomotive, tender, oil car, cattle car, coal car, caboose.
354 Y 4586—Key wound. 24-in. long. Shipping weight 14 oz. **98c**

14. CLOWN ROLY POLY in gay multicolor Red, Yellow, and Blue plastic. No rough edges or sharp points to hurt tiny tots.
354 Y 4587—10½-in. high. 15-in. around. Shipping weight 14 oz. **89c**

15. REVOLVING BLOCK CART—all plastic. Clear block contains 2 marbles—revolves as cart is pulled. Noise-maker squeaks when pressed.
35 Y 5508—7½x5½x5½-in. Shipping weight 1 lb. 10 oz. **1.59**

16. EARLY BIRD PULL TOY. Plastic Bird tries to catch worm which disappears. Bird peeps as toy is rolled along. String attached.
354 Y 4597—6x9x8-in. Red, Yellow and Blue. Ship. wt. 1 lb. 2 oz. **1.59**

17. POUND-A-PEG PLAY SHOP. Hammer pegs—remove, install screws, bolt, nut. Wood, plastic hammer board. 8 wood pegs, screwdriver, wrench.
35 Y 5558—4 plastic gears, 10½x6½x3½-in. high. Ship. wt. 2 lb. 8 oz. . **2.79**

18. BOBBIN' SAILOR CART—Plastic base on free rolling wheels, with metal axles. 3 sailors bob heads up and down as toy is pulled.
354 Y 4594—10¾x4½x8-in. Attached string. Ship. wt. 1 lb. 4 oz. **1.59**

19. BUCKET OF BLOCKS—6x5½-in. pail of plastic. Incl. in set: 5 geometric shapes in bright plastic, cut-outs to fit all forms.
354 Y 4595—Scoop type shovel incl. Ship. wt. 1 lb. 6 oz. . . . . **Set 1.59**

20. BALANCE BANK—of sturdy colorful reinforced plastic with metal balance, plastic pans. Clock front has movable hands, numbers from 1 to 10. Any number can be balanced by single or combined equivalent.
354 Y 4596—14x4½x7¼-in. high. Shipping weight 1 lb. 8 oz. **1.79**

Superbly designed timepieces by Hampden
...beautiful, and precisely accurate cases
are wrought of precious metals for lifetime wear

Hampden

(E) Set with two diamonds (or without diamonds). Domed crystal, raised gold numerals, hands. GF expansion bracelet. 17J.

11735 A4235 14K Yellow Gold **$95.00**
11736 A4235 14K White Gold **95.00**
11746 A6265 14K White; 2 dia. . . . **150.00**

(F) Elegantly detailed! Case of mirror-polished 14K yellow gold . . . enhanced with a sleek gold-filled double row snake chain bracelet. Smart domed crystal, raised gold numerals, gold hands.

11742 A4235 17 jewel Hampden . . **$95.00**

(G) Charming cushion case . . smart new gold-filled expansion bracelet. Domed crystal, raised gold numerals, gold hands. 17 jewel Hampden movement.

11737 A3325 10K Yellow Gold-filled **$65.00**
11738 A3010 10K Yellow RGP **57.50**

(H) Two star-bright diamonds grace the dainty rectangular case. Raised numerals. Gold-filled expansion bracelet. 17 jewel.

11734 A4865 14K Yellow Gold . . . **$100.00**
11732 A3850 10K Yellow RGP . . . **71.50**
11733 A3850 10K White RGP **71.50**

(K) Trim . . . tailored . . . modern. Square case of polished 10K rolled gold plate; non-corrosive stainless steel back. Domed crystal, raised gold numerals, gold hands. Gold-filled expansion bracelet.

11741 A2870 17 jewel Hampden . . **$55.00**

(L) Graceful mirror-polished case . . . shock-protected 17 jewel movement. Smart domed crystal, raised gold numerals, gold hands. Matching gold-filled expansion band.

11743 A3850 14K Yellow Gold . . . **$71.50**
11744 A3325 10K Yellow Gold-filled **65.00**

(M) 17 jewel Hampden in dainty square case. Domed crystal; black numerals, hands. Lovely gold-filled expansion bracelet.

11739 A4235 14K White Gold **$92.50**
11740 A6265 Watch above, set with two brilliant diamonds **$150.00**

(N) Dainty enchantress . . . 14K yellow gold cushion-shaped case enhanced with a beautiful gold-filled circlet-expansion bracelet. Smart domed crystal. Raised gold numerals, gold hands.

11745 A3850 17 jewel Hampden . . **$71.50**

(P) Diamond-set . . . an exquisite 14K white gold watch she'll cherish a lifetime! Raised figure dial. Dome crystal. 10K gold-filled expansion bracelet. 17 jewel movement.

11759 A11655 With ten diamonds **$250.00**
11760 A7805 With four diamonds **175.00**

Hampden

a distinguished name on watches since 1878

- *17 ruby jewels
- *Incabloc shock-protected
- *Anti-magnetic
- *Electronically timed
- *Temperature compensated
- *Fully guaranteed
- *Styled with modern bands
- *Each in a presentation case

Guarantee Certificate included: all Hampden watches are fully guaranteed for precision craftsmanship and excellence of materials. All parts are standard and interchangeable - available at jewelers everywhere. Watches are illustrated 7/8 actual size.

(E) Distinctive plume style case of 10K yellow rolled gold plate; stainless steel back. Raised gold numerals, gold hands. Smart domed crystal. Gold-filled expansion band with stainless steel back.

11750 A2835 17 jewel Hampden . . **$52.50**

(F) Self-winding and water-resistant! Sleek, modern 10K gold-filled case, stainless back. Luminous dial, full red sweep second, raised gold numerals. Shatterproof crystal. Gold-filled expansion band.

11758 A4435 17 jewel Hampden . . **$95.00**

(G) Self-winding 17 jewel automatic in handsome square case. 2-tone dial, raised gold numerals, gold hands; red sweep second hand. Striking gold-filled expansion band.

11754 A7210 14K Yellow Gold . . . **$150.00**
11755 A4970 10K Yellow GF **100.00**

(H) Water-resistant . . . and self-winding! Handsome modern design case and mesh expansion band of non-corrosive stainless steel. Luminous figure dial and hands; full sweep second hand. Unbreakable crystal.

11757 A4095 17 jewel Automatic . . **$85.00**

(K) Strikingly handsome modern-design case. Shock-resistant 17 jewel movement. Raised gold numerals, gold hands; dome crystal. Gold-filled mesh expansion band.

11747 A5530 14K Yellow Gold . . . **$125.00**
11748 A3635 10K Yellow GF. **71.50**

(L) Square, clean-cut, handsome . . 10K yellow gold-filled case. Raised gold numerals, gold hands. Modified dome crystal. Rugged expansion band is gold-filled, has non-corrosive steel back.

11752 A3635 17 jewel Hampden . . **$71.50**

(M) Ruggedly masculine! 10K yellow gold-filled case, stainless steel back. Dome crystal. Raised gold numerals, gold hands; red sweep second hand. Handsome gold-filled expansion band; stainless back.

11749 A3430 17 jewel Hampden . . **$67.50**

(N) Distinctive cushion-shaped case of 10K yellow rolled gold with stainless steel back. Domed crystal. Raised gold numerals, gold hands. Handsome matching gold-filled expansion band; stainless back.

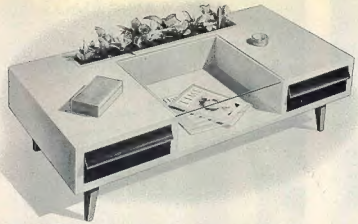
11753 A2905 17 jewel Hampden . . **$57.50**

Genuine Mahogany Tables

bleached or ebony finish

For the distinguished look of truly magnificient modern, choose these tables.

Constructed of solid mahogany and 5-ply mahogany veneers over a 3/4" solid hardwood core. In Bleached or Ebony finish, or in a handsome combination of Bleached with Ebony drawer fronts and legs. From Ill.



Planter Cocktail Table. Planter and glass inset tray top are removable for cleaning. Large shelf area for magazines and such; two roomy side drawers provide extra storage space. Top 26x52 inches; height 15 inches. In Bleached Mahogany, Ebony, or Combination of Bleached and Ebony finishes.

86841 D8750 Ship. wt. 60 lbs. Specify finish **$119.50**

GENUINE MAHOGANY

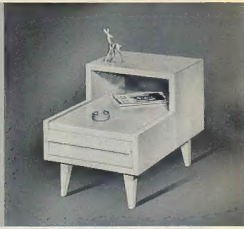
Each table bears the label of the Mahogany Association

End Table. Modern at its most impressive, by Fox--here in a compact, well-designed end table! Made of genuine mahogany and satin-finished mahogany veneers, with large single drawer for added utility. Top, 18x28 inches; 22 inches high. Ship. wt. 38 lbs.

86842 D3850 Specify finish **$54.50**

Picture Window Table. There's a majestic air to modern like this! Use also as an oversized lamp table, occasional table, book table or show-piece for prized curios. Built on three spacious tiers; top is 30" in diam., 30" high. Shipping weight 69 lbs.

86843 D8750 Specify finish **$119.50**



Step Table. Makes its presence felt immediately by being so beautiful! But mighty useful, too, are the large storage areas, the roomy drawer interior. Made of genuine mahogany and satin-finished 5-ply mahogany veneers. Top, 19x29"; 22" high. Wt. 52 lbs.

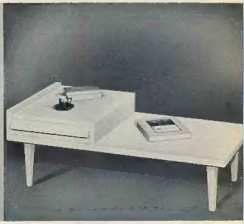
86844 D5250 Specify finish **$74.50**

Corner Table. Turns dull wasted space into functional smartness! Top is the perfect spot for a cherished lamp; underneath shelf holds a wealth of reading material, etc. Of genuine mahogany and satiny veneers; top is 32x32"; 22" high. Shipping weight 49 lbs.

86845 D6250 Specify finish **$89.50**

Lamp Table. Proving function needn't sacrifice one whit of beauty! This lovely lamp table has two flat surfaces, additional drawer storage, removable glass top on liquor- and stain proof lacquered base. Top, 20x28 inches; 22" high. Shipping weight 54 lbs.

86846 D5950 Specify finish **$84.50**

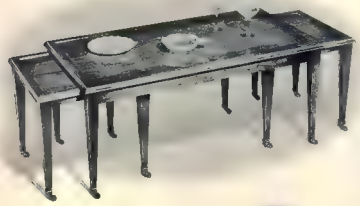


Step-Top Cocktail Table. Generously sized . . . room for plenty of party fare . . . this cocktail table is the new low height so smart in front of your sofa. Drawer holds playing cards, score pads, cocktail napkins. Top, 24x48"; height 16". Shipping weight 46 lbs.

86847 D4950 Specify finish **$69.50**

BARTON

Honduras Mahogany



Beautifully crafted of solid mahogany and 5-ply mahogany veneers in 18th Century (dark) finish. From Grand Rapids, famous for fine furniture.

Nested Cocktail Tables. Cocktail table with two concealed serving tables. All on free-rolling casters, all with inset glass tops. Solid mahogany and mahogany veneers. Largest table: top 30x21 inches, height 17 inches. Wt. 65 lbs.

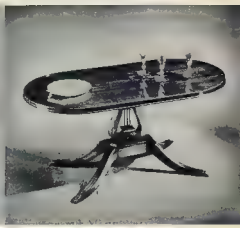
86832 D4295 Nested Cocktail Tables **$59.95**

Telephone Set. A congenial combination for comfortable chats. Beautifully styled in the 18th Century tradition, of solid Honduras mahogany and beautiful mahogany veneers. Table top, 22x15"; 28" high. Low-backed lyre chair, 27" high; seat 17½x13½".

86833 D3495 Telephone Set (50 lbs.) **$49.95**

Drum Table. An attractive piece anywhere in your room--in the tradition of 18th Century elegance! Of solid Honduras mahogany and mahogany veneers with a hand-rubbed finish. Rolls on brass ferruled casters. One drawer. Top, 30x30"; 29" high.

86834 D3495 Drum Table (42 lbs.) . **$49.95**



Oval Cocktail Table. Center lyre pedestal with low, wide-spreading feet . . nothing in the way for those who like to stretch a leg. Of solid Honduras mahogany and mahogany veneers, hand-rubbed to a lovely finish. Glass inset top, 18x36"; ht. 17". Wt. 28 lbs.

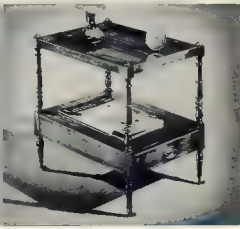
86835 D2095 Oval Cocktail Table . **$29.95**

Step Table. Affords 3 usable shelf areas, lighting at good reading level if lamp is used on top shelf! Fine for storing books, magazines or radio, convenient to chair. In solid mahogany and mahogany veneers. Top, 18x 28"; height 26". Weight 32 lbs.

86836 D2795 Step Table **$39.95**

Chairside End Table. Built big and substantial with two shelf surfaces, safe book-ends; here's a fine TV table, too! 18th Century in solid Honduras mahogany and mahogany veneers, it adds up to 800 sq. inches of table space. Top, 20x20"; ht. 22". Wt. 30 lbs.

86837 D1695 Chairside End Table . **$24.95**



Gallery Top Chairside Table. Two shelves, a roomy 3-foot drawer--and it's on casters to be used, too, as a roll-away butler's cart! Of solid Honduras mahogany and mahogany veneers, glowing hand-rubbed finish. Top, 17x24", height 25". Weight 30 lbs.

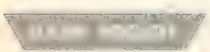
86838 D2095 Chairside Table . . . **$29.95**

Genuine Mahogany Tables

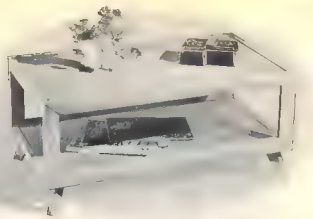
blond or dark finish

We are happy to present to you here one of the greatest table values in America!

Made by Barton of Grand Rapids, in beautifully grained Blond or Dark Mahogany . . . with modern mitred fronts . . the rich patina finish that only hand-rubbing can produce. Shipped from Michigan.

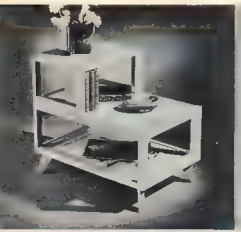


Each table bears the label of the Mahogany Association



Cocktail Table with Built-in "Lifter". (Special lifter makes glass top easily removable for cleaning). Made of solid mahogany and lustrous mahogany veneers . . . special lacquer finish affords lasting resistance to alcohol and water stains. Top 20x36 inches; height 16 inches. Shipping weight 30 lbs.

86825 D2095 Specify blond or dark finish $29.95



Step Table. Particularly smart, expensive-looking far beyond its moderate price - with its mitred front . . generous size for today's larger lamps. Equipped with extra shelf to hold magazines, books and knickknacks. Top 17x26"; ht. 24". Weight 50 lbs.

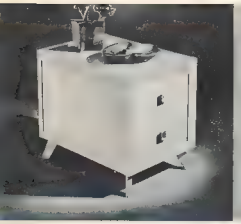
86828 D2095 Specify finish $29.95

Lamp Table. Three shelf areas offer an abundance of accessible space. Use a pair to flank a sofa and have plenty of room for lamps, ashtrays, or use them singly next to your favorite lounge chairs. Top, 22x22" . . 24" high. Ship. wt. 24 lbs.

86827 D2095 Specify finish $29.95

Chairside Table. Center it between two chairs, or use on each end of a sofa for a gracious conversation group! Three shelf areas offer lots of stow-away convenience. Made of mahogany, and mahogany veneers; top is 17x25"; 20" high. Ship. wt. 26 lbs.

86828 D2095 Specify finish $29.95



Lamp Commode. Big enough to look right with today's wonderfully large lamps. Modern mitred fronts make the deep drawers as handsome as they are handy. Smart off-the-floor design. Top measures 17x24 inches, height 22 inches. Ship. wt. 50 lbs.

86829 D2095 Specify finish $29.95

Lamp Table. As usual with Barton tables, no wasted space anywhere! Roomy shelf, plus large single drawer, affords utility as well as beauty. Mahogany and mahogany veneers, blond or dark finish. Top, 16x22", 24" high. Shipping weight 28 lbs.

86830 D2095 Specify finish $29.95

Corner Table. Designed to complement your sectional sofa . . handsome alone, too! 32" wide, 32" long; substantial and impressive looking under your favorite lamp, big enough to hold rafts of books, knickknacks and ash-trays. Height 25". Shipping weight 45 lbs.

86831 D2795 Specify finish $39.95

Waterman's

First in Pens—for design, styling, quality and performance. Waterman's famous 14-kt. gold points make writing a pleasure.

THE STATELEIGH

Deluxe model with 14-kt gold-filled cap. Handsome decorator colors in Green, Red, Jet

3432PW900
Taperite Model

ELEVEN
Standard Model

Retail . $15.00*

GOLD CORINTH

Handsome, 14-kt gold overlay cap with fine line engraving Green, Red, Jet, Plastic barrels.

3469PW600
Taperite Made

Retail $10.00*

CORINTH

A pen of distinction Astralite cap, 14 kt gold filled clip Barrels in Slate Blue, Red, Jet.

3479W600
Standard Model

ELEVEN
Taperite Model

Retail . $10.00*

LADY CORINTH

Dainty aristocrat of writing instruments Engraved silvery Astralite cap has jewel like appearance Red, Blue, Jet

349PW600
Standard Model

Retail . $10.00†

THE CRUSADER

Handsome satin silver-toned cap with contrasting golden bands Barrels in Grey, Jet, Slate Blue

350PW348
Standard Model

351PW348
Taperite Model

Retail $5.80†

THE LEADER

A fine writing instrument with 14-kt gold point Satinum cap. Green, Blue, Red

350PW276
Standard Model

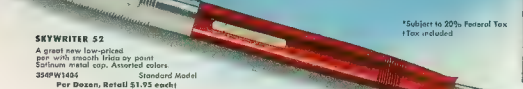
Retail . $4.60†

LADY STATELEIGH

Deluxe ladies model combining dignity, grace, simplicity. 14 kt gold filled cap with dainty clasp. Jet, Red, Blue

353PW900
Standard Made

Retail $15.00*



SKYWRITER 52

A great new low-priced pen with smooth iridia ay point Satinum metal cap. Assorted colors

354PW1404 Standard Model

Per Dozen, Retail $1.95 each†

Mounted on attractive counter display card in dozen lots.

*Subject to 20% Federal Tax
†Tax included

BENNETT BROS., INC.—*Quality, Dependability, Service*

Waterman's

Distinctive pen and pencil sets by Waterman's are gifts that are always appreciated.

GOLD CORINTH SET

331PW891 .....Standard Point
332PW891 .....Taperite Point
Retail $14.85*

Luxurious pen set with engraved 14-kt. gold overlay cap. Pen and matching Metermatic pencil in decorator colors: Green, Red, Jet. Gift boxed.

CORINTH SET

335PW936 . . . .Standard Point
335½PW936 . . . .Taperite Point
Retail $15.60†

Gift of distinction. Silvery Astrolite engraved cap, 14-kt. gold-filled clip. In decorator colors: Slate Blue, Red, Jet. Gift packaged with matching pencil.

STATELEIGH SET

333PW1335 ....Standard Point
334PW1335 ....Taperite Point
Retail $22.25*

Finest gift of all! Deluxe model set with 14-kt. gold-filled cap. Green, Red, Jet. With matching Metermatic pencil in luxurious gift box.

LADIES' SETS

336PW885 -Lady Corinth **Retail $14.75†**
337PW1335 Lady Stateleigh—**Retail $22.25***

Dainty companion models to the popular men's sets. In Red, Blue, Jet. With matching Metermatic pencil in attractive gift box.

CRUSADER SET

338PW600 .... Standard Point
339PW600 .....Taperite Point
Retail $10.00†

Silver and gold tones on satin Lumalloy cap make striking contrast with Jet, Gray, Slate Blue plastic barrels. Gift-boxed with pencil.

LEADER SET

340PW477 .....Standard Point
Retail $7.95†

Attractive Satinam metal cap. Bright plastic barrels in Blue, Green, Red. Pen has 14-kt gold point. With matching pencil in gift box.

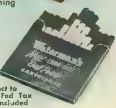
BALL POINTER

341PW720 .... Standard Length
Retail $1.00 each†

Fine writing ball pen with Spring-Action Ball, "Dry Ink" Engraved, chrome-finished cap and clip. In assorted colors.

MOUNTED ON EYE-CATCHING COUNTER DISPLAY CARD IN DOZEN LOTS

342PW360
Refill Cartridge
Retail 50¢ each
Per Doz.



*Subject to 20% Fed Tax Tax Included

BENNETT BROS., INC.—*Quality, Dependability, Service*

Challfont

MEDALIST

Made completely in one factory for a century...its owners and craftsmen are now in the fifth generation

(E) Challfont Medalist, 17 jewels. Hand some dress watch. Slim 14K gold-filled rectangular case. High dome crystal. Small second hand. Raised gold numerals. Gold-filled Gemex expansion band.

11864 A3885 Retail Price $78.50

(F) Challfont Medalist, 17 jewels. Automatic, self winding, waterproof. Round stainless steel case. Raised, shatterproof crystal. Full sweep second hand. Luminous numerals. Gemex expansion band.

11867 A4285 Ret[illegible] . . . $87.50

(G) Challfont Me[illegible] matic, wate[illegible] Full sweep second [illegible] numerals, Genuine Alligator strap.

11869 A4785 Retail Price . . . $97.50

(H) Challfont Medalist, 17 jewel precision movement in a waterproof stainless steel [illegible]. Matching Gemex expansion band. [illegible]terproof crystal, [illegible] Luminous numerals.

11868 A3265 Retail Price . . . $62.50

(K) Challfont Medalist, 17 jewels. Square 10K rolled gold plate case has stainless steel back. Faceted crystal, small second hand, r[illegible] backed, gold-[illegible]

11863 A3145 Retail Price $59.50

(L) Challfont Me[illegible] lined 14K gold [illegible] wide Spadel ex[illegible] numerals, small [illegible] tal. A masterpiece of [illegible]

11865 A5985 Retail Price . . . $125.00

(M) Challfont Medalist, 17 jewels. A distinguished time[illegible]ece dial and masculine in design. 10K gold-filled case has modern [illegible] nall second hand, raised [illegible] Gemex exp[illegible]

11866 A3680 Retail Price . . . $71.50

Challfont Medalist movements have won countless prize awards in watch competitions . . . recently at the Astronomic Observatory of Switzerland, long ago, at the Columbian World's Fair of 1893.

Challfont movements are made completely in one factory, as they were 100 years ago, under standards seldom equalled. Each part is stroboscopically tested to 1/25,000 of an inch (not, as in many factories, where only 2 or 3% of the parts are sample checked).

Each movement is electronically timed at the factory for 30 days (not for 24 hours as is common practice). Challfont movements have 17 olive shaped

(E) Challfont Medalist, 17 jewels, square 10k rolled gold plate case, Stainless back. Domed crystal. Raised gold numerals. Bead pieces match Gemex expansion band to achieve its custom-designed look.

11858 A3145 Retail Price **$59.50**

(F) Challfont Medalist, 17 jewels. Decorative sculptured ends distinguish the smart tonneau-shaped 14K gold case. Domed crystal. Raised gold numerals. Gemex expansion band fits wrist snugly, comfortably.

11862 A4620 Retail Price **$97.50**

(G) Challfont Medalist, 17 jewels. 10K yellow gold-filled case, beautifully styled with sculptured side pieces. Domed crystal. Raised gold numerals. Gold filled Gemex snake chain bracelet.

11861 A3445 Retail Price **$65.00**

(H) Challfont Medalist, 17 jewels. Petite square 14K gold case exquisitely set with 2 brilliant diamonds. Raised crystal, easy-to-read numerals. Black silk cord band.

11856 A6490 14K White Gold . . . **$150.00**
11857 A6490 14K Yellow Gold . . . **150.00**

(K) Challfont Medalist, 17 jewels. Cushion style case of 14K yellow gold designed with beautiful simplicity. New domed crystal. Raised gold numerals. Gold-filled Speidel "Chiquita" expansion bracelet.

11860 A3850 Retail Price **$79.50**

(L) Challfont Medalist, 17 jewels. Tiny square 14K yellow gold case, flattering and feminine. High crystal over raised gold numerals. Gold-filled Gemex expansion bracelet.

11859 A4170 Retail Price **$85.00**

(M) Challfont Medalist, 17 jewel precision movement. Wrist flattering picture-frame case in 14K gold. Domed crystal, Raised gold numerals. Gemex black cord band.

11852 A3885 14K Yellow Gold . . . **$78.50**
11853 A3885 14K White Gold **78.50**

(N) Challfont Medalist, 17 jewels. Charming 10K gold-filled cushion-shape case. Raised crystal. Easy-to-read numerals. Speidel "Whirlpool" expansion band matches.

11854 A3765 10K White Gold Filled **$69.50**
11855 A3765 10K Yellow Gold Filled **69.50**

(P) Challfont Medalist, 17 jewels. Tiny square 14K gold case designed with classic simplicity. Raised crystal. Easy-to-read numerals. Gemex expansion bracelet.

11850 A4620 14K Yellow Gold . . . **$97.50**
11851 A4620 14K White Gold **97.50**

ruby jewels. Such jewels reduce friction to the absolute minimum attainable. The hairsprings are anti-magnetic and compensated for temperature.

The cases are sturdy, fashionable and modern; the handsome gift boxes serve as jewel cases. The bands are the best, made by Gemex and Speidel.

A famous US consumer research organization recently made an impartial test of many famous watch movements. Only three merited top honors. One was Challfont. Challfont movements are sold in all the principal countries of the world. Its interchangeable parts are available everywhere. In America Challfont watches are distributed by John Plain & Company.

Water-Resistant Self-Winding or BOTH

All 17-Jewel Movements Full "Sweep Second" Hands

Cases for water-resistant watches are precision fitted to keep out moisture, dust and dirt . . . even complete dousing in water cannot impair the delicate movements.

Self winding watches wind by normal wrist action, yet never overwind . . keep accurate time all night on SURPLUS POWER stored up during the day. Automatic watches may be wound by hand if not worn daily.

(E) Lamont Ultramatic "C". Popular self-winder! 17 jewel shock protected, anti-magnetic movement. Stainless steel case, expansion band. Luminous dial, hands. Sweep second hand. Shatterproof crystal.

11771 A3785 17-jewel movement . . **$65.00**

(F) Lamont "Meteromatic . . . self-winder 36 hour Power Reserve Indicator shows reserve on which watch will run when not worn. Water-resistant stainless steel case, expansion band. Luminous dial, sweep second.

11772 A3785 17-jewel movement . . **$65.00**

(G) Benrus "Circle" for men. Nationally famous, highly accurate self-winding movement in 10K RGP, stainless steel back case; matching gold-filled expansion band. Raised gold numerals. Sweep second hand.

11637 A3860 17 jewel movement . . **$71.50**

(H) Lamont "Waterbelle". A fine, water-resistant model acclaimed by active women. Accurate 17 jewel movement. Applied numerals, sweep second hand

11768 A3860 10K Gold-filled **$71.50**
11769 A3085 Chrome top steel back **59.50**

(K) Lamont Ultramatic "F" Ultra smart self-winder that can double for dress or sports. 17 jewel shock protected movement in a new rectangular waterproof steel case, expansion band. Luminous dial, sweep hand.

11770 A3785 17-jewel movement . . **$65.00**

(L) Chalifont Medalist, Self-winder. Designed with generations of fine watchmaking "know how". First quality 17-jewel movement. Waterproof stainless steel case, Gemex band, luminous dial, sweep second.

11867 A4285 Chalifont, 17 jewels **$87.50**

(M) Chalifont Medalist Waterproof sportster. Made in the best watchmaking tradition, with first quality 17-jewel movement. Precision machined stainless steel case, Gemex band Luminous dial: second hand.

11868 A3265 Chalifont, 17 jewels **$62.50**

(N) Lamont Ultramatic "G". Self-winding model for nurses, sportswear. Smart, round, water-resistant stainless steel case, matching expansion band. Combination gold and luminous dial, full sweep second hand.

11773 A3370 17 jewel movement . . **$59.50**

DAYSTROM

Chrome Dinette Sets and Chairs Again in Open Stock

Twice awarded the Fashion Academy Gold Medal for good design, Daystrom metal furniture stars in any setting! Dazzling colors, dynamic new styles! Famous Daystromite table tops withstand the hardest wear, rich plastic upholstery is wonderfully washable, gleaming trim and legs (heavily chrome plated over a nickel-and-copper base on sturdy tubular steel) resist scuffs and scratches! It's long-lived, and wonderfully easy to care for, doubly wonderful because you can

Mix or Match the Colors . . . Choose any Chair, any Table!

Yes, once again you can pair the table you like best with the chair that's your favorite . . . choose them in any of the colors shown in the rainbow array shown opposite . . . for Daystrom tables and chairs are back in open stock! From N. Y.

Ⓔ Modern Extension Table, Cut-Out Chairs

Beautiful, functional, exciting! Modern extension table with handsome mother-of-pearl or sleek wood-grain Daystromite top . . . measures 35 by 50 inches, extends to 62 inches (and seats six comfortably) with addition of a 12-inch leaf. Handsome cut-out back chairs are Tuflex-padded, upholstered in rich crystal pearl patterned, or beautiful faille-patterned plastic that simply wipes clean! Seats measure 16 x 16½ inches . . . backs 14 x 14½ inches. Easy to assemble. All Daystromite furniture is shipped direct from New York. Be sure to specify table top and color . . . pattern and color of plastic in chairs.

85601 D8150	Extension Table, 45 lbs.	$84.50
85602 D9750	Set of 4 Chairs, 56 lbs.	94.50
85603 D12900	Five-Piece Set	179.00

Ⓕ Pedestal Table, Box-Edge Chairs

Gracious dining in small space, handy canasta table between meals! A compact 35 by 50 inches without its 12-inch leaf . . . extends to 62 inches when its added. Mother-of-pearl or wood-grain Daystromite top . . . the striking colors set off by an apron of stainless steel . . . the graceful, curved edges complemented by the pedestal base. Companion chairs boast spring-filled cushions, Tuflex-padded, upholstered in crystal or faille-patterned plastic. Seats measure 15½ by 15" . . . contour-curved backs measure 15½ by 12". Be sure to specify table top and color, pattern and color of plastic on chair.

85608 D9750	Pedestal Table, 80 lbs.	$76.50
85609 D5150	Set of 4 Chairs, 66 lbs.	69.50
85610 D10900	Five-Piece Set	149.00

Ⓖ Bow-End Table, Wing-Back Chairs

Turns the corner of your kitchen into the cheeriest breakfast nook a home could hope for! 35 by 50" table extends to 60", is designed with bow ends accented by a stainless steel apron . . . with twin legs at each corner to double its attractiveness! Mother-of-pearl or wood-grain Daystromite top, available, of course, in all the colors shown opposite. Chairs have curved wing backs, 15½x12", to comfortably support your back . . . foam-rubber filled cushions, 15½x15" deep. Upholstered in crystal-or faille-patterned plastic . . . be sure to specify table top and color, pattern and color of plastic in chairs.

85604 D5150	Bow-End Table, 78 lbs.	$69.50
85605 D9750	Set of 4 Chairs, 85 lbs.	79.50
85606 D10900	Five-Piece Set	149.00

Ⓗ Drop-Leaf Table, Curved-Back Chairs

Designed for the room that serves for more than dining--your kitchen, playroom, sunporch or den! Space-saving table is a compact 21 by 30" closed, opens up to a full 51 by 30". Sturdy, Duncan-Phyfe base of kick-resistant tubular chrome, mother-of-pearl or wood-grain Daystromite top. Chairs have 15 by 15" Tuflex-padded seats, curved 16 by 15" backs that cradle yours when you lean back. Upholstered in crystal-pearl or faille-patterned plastic that's a cinch to keep clean, wears almost like iron. Easy to assemble. Specify table top and color, color and pattern of plastic in chairs.

85611 D4250	Drop-Leaf Table, 59 lbs.	$54.50
85612 D2250	Set of 4 Chairs, 53 lbs.	44.50
85613 D7500	Five-Piece Set	99.00

Ⓚ Convenient Serving Cart

You'll never know how handy a serving cart can be until you've tried one, then you'll wonder how you ever lived without it! And, of course, this one is particularly wonderful because it's virtually indestructible with its tubular chrome frame, stainless steel moulding, faultless Daystromite top and bottom shelves in Mother-of-pearl or wood-grain finish. 18x27x31 inches high. Be sure to specify color and finish.

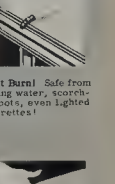
85614 D2750	Serving Cart, 35 lbs.	$37.50

Ⓛ Drop-Leaf Roll-a-Way Server

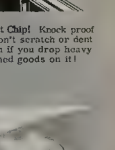
Not only saves you hundreds of steps between kitchen and dining area . . . actually turns into a compact buffet table when you wheel it into the living room and raise the leaves! 17½ by 24½ inches closed, 24½ by 33½ inches open . . . cleanly designed with chromed tubular steel legs, stainless steel moulding, mother-of-pearl or wood-grain Daystromite tops and shelf, 2" rubber casters. Specify color and finish.

85615 D2995	Drop-Leaf Server, 45 lbs.	$39.95

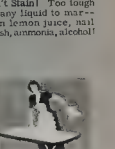
CHECK THE WONDERS OF DAYSTROMITE PLASTIC TOPS



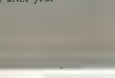
Won't Burn! Safe from boiling water, scorching pots, even lighted cigarettes!



Won't Chip! Knock proof -won't scratch or dent even if you drop heavy canned goods on it!



Won't Stain! Too tough for any liquid to mar--even lemon juice, nail polish, ammonia, alcohol!



Stays New! A damp cloth cleans, polishes every inch . . . stays beautiful year after year!

Daystrom COLORAMIC Dinette Sets

New and wonderful! Combines the strength of metal with the look of beautiful woods . . every inch washable . . . as colorful as it is functional! Handsome burn-proof, chip-proof, stainproof Daystromite table tops are finished a mellow wood grain . . . slender table legs, are finished in harmonizing colors. Plastic upholstery matches or contrasts with color of table top . . chair seats are padded with Tuflex rubberized-hair cushions. Easy to assemble, wonderful to own! Shipped from New York.

(E) Extension Table, Panel-Back Chairs

Modern rectangular table is 30" wide, 42" long, extends to 52" (and seats 6) with the addition of the 10" leaf. Specify Gray, Yellow, Green, Chartreuse or Limed Oak wood-grain Daystromite table top. Specify Textone (Plain) or Nomad (Patterned) plastic upholstery on chairs in Red, Yellow, Green, Cocoa or Chartreuse; 15x16" seats.

85625 D4450	Table. Wt. 65 lbs. . .	$59.50
85626 D3500	Set of 4 Chairs, 55 lbs.	50.00
85627 D7950	5-Pc. Set, 120 lbs. . .	109.50
85628 D5750	Extra-size Table (35x50x62")	79.50

(F) Drop-Leaf Table, Cut-Out Back Chairs

Compact little table takes up just 14x35" of wall space when not in use, opens to a full 35x60" when you lift the leaves. Specify Gray, Yellow, Green, Chartreuse or Limed Oak wood-grain Daystromite table top. Specify Textone (Plain) or Nomad (Patterned) plastic upholstery in Red, Yellow, Green, Cocoa or Chartreuse on modern cut-out back chairs; 16x16" seats.

85629 D7950	Drop-Leaf Table, 78 lbs.	$109.50
85630 D5000	Set, 4 Chairs, 58 lbs.	70.00
85631 D12950	5-Piece Set, 136 lbs.	179.50

Daystrom SUNNYWOOD Dinette Sets

Long famous for functional furniture that's easy to care for, Daystrom now adds a new member to its famfly . . . the Sunnywood Dinette! Executed in pale, natural-grain wood, it's doubly worth owning because the chairs are covered in colorful, work-saving plastic that whisks clean with a damp cloth . . . tables boast the spill- burn- and chip-resistant Daystromite wonder Top. This "good-mixer" modern flatters any dining spot, could "make" your breakfast nook or porch, is wonderful in a recreation room or play area. Easy to assemble, and all pieces in open stock! From New York.

(G) Drop-Leaf Table, Padded-Back Chairs

Dinette set that's unbeatable where space is limited. Drop-leaf table measures just 35x14" closed, opens to 35x60" when you lift the leaves . . . you can seat six with plenty of elbow room! Specify Limed Oak, Chartreuse or Honeywood wood-grained Daystromite top. Good-looking chairs are as comfortable as they are attractive with their Tuflex padded 16x17" seats. Specify Textone (Plain) or Nomad (Patterned) plastic upholstery, and specify its color . . . Red, Green, Cocoa or Chartreuse.

85632 D7750	Table. Wt 70 lbs. . .	$109.50
85633 D6700	Set, 4 Chairs; 50 lbs.	89.50
85634 D14450	5-Pc. Set, 120 lbs. .	199.00

(H) Extension Table, Lattice-Back Chairs

Daystrom's new Sunnywood with a modern, rectangular table, chairs in simple lattice-back design. Table measures 30x52", extends to 62" with 10" leaf. Specify Limed Oak, Chartreuse or Honeywood wood-grained Daystromite top. Chairs have Tuflex-padded, 16x17" seats. Specify Textone (Plain) or Nomad (Patterned) plastic upholstery, and specify color . . . Red, Green, Cocoa or Chartreuse.

85635 D4400	Table above, 60 lbs.	$59.50
85636 D5500	Set, 4 chairs; 50 lbs.	80.00
85637 D9950	5-Pc. Set, 110 lbs. .	139.50
85638 D5750	Extra-Size Table, 35x50x82"	79.50

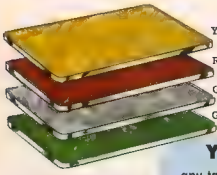
Ⓔ Modern Extension Table
Cut-Out Back Chairs

DAYSTROM

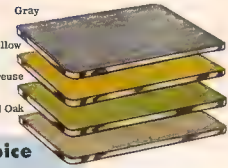
Ⓕ Pedestal-Base Table,
Box-Edge-Cushioned Chairs

Ⓖ Bow-End Table, Wing-Back Contour Chairs

Ⓗ Drop-Leaf Table, Smart Curved-Back Chairs



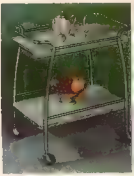
Mother-Of-Pearl Table Tops



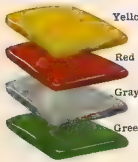
Wood-Grain Table Tops

Your Choice

...any table top...any chair cover
...any color



Ⓚ Serving Cart



Crystal-Patterned
Plastic Chair Covers

All chair covers and table tops are color harmonized to mix or match. This is the easiest way to order:

1. Pick the table style you like best
2. Choose Mother-of-Pearl or Wood-Grain
3. Select one of the four colors listed

When it comes to ordering chairs:

1. Pick the chair style you like best
2. Choose the plastic cover you like best . . . Crystal-patterned or Textured-Faille-patterned
3. Select one of the four colors listed

Textured-Faille-Patterned
Plastic Chair Covers

Ⓛ Rollaway Server

3.00

10.95

2.00

2.00

1.85

Bring 3-dimensional magic into your own home with the View-Master! Educational *and* entertaining! See thrilling real-as-life color shots of cowboys, fairy tales, travel scenes, etc. Stereo pictures make you feel you are actually there yourself—natural color and perfect illusion of depth!

1. STEREOSCOPE — for looking at View-Master reels. Lever changes scenes automatically Use reels below.
363 Y 9150—Ppd Black plastic....2.00
STEREOSCOPE and choice of 3 reels.
363 Y 9139—Ppd. State 3 reels....3.00

2. LIGHT ATTACHMENT. Use with stereoscope to light pictures. Uses 2 regular batteries (not included)
363 Y 9155—Postpaid.....2.00
3. TRANSFORMER for elec. outlet
363 Y 9156—Ppd. U.L. approved...3.00

DELUXE OUTFIT. Stereoscope, light attachment with lamp, 2 batteries, 6 reels
363 Y 9160—State choice of 6 reel titles, numbers below. Postpaid.....6.25

4. JUNIOR PROJECTOR. Projects non-stereo View-Master reels up to 16x18-in
363 Y 9153—Postpaid No "3D" effect 110-120-volt, AC-DC, U.L approved. 10.95

5. LIBRARY BOX—holds your View-Master Stereoscope and 100 reels. Keeps them dust free and easy to get to Two-tone plastic. Reels not included
363 Y 9152—Postpaid. See selection of View-Master reels below.....1.85

See the amazing 3D-picture-taking View-Master camera on Page 315

6 for 2.00

6 REELS FOR CHILDREN

701 A Day at the Circus I
702 A Day at the Circus II
703 A Day at the Circus III
800 Bugs Bunny & Elmer Fudd Hunter
810 Tom & Jerry in The Cat Trapper
820. Woody Woodpecker, Pony Express Ride
901 Wild Animals in Natural Habitats, Africa
910. Wild Animals, Africa I, Captivity
911. Wild Animals of Africa II
912. Wild Animals, India, Captivity

View-Master Reels for above—7 full-color scenes per reel

Choose from over 175 reels Stereo scenes in 3-D, non-stereo on screen with projector
363 V 9151 Postpaid. State catalog number, reel number title
6 reels for $2.00

CHILDREN'S TITLES

925. Performing Elephants, St. Louis Zoo
926. Performing Chimps, St. Louis Zoo
927. Performing Lions, St. Louis Zoo
945 Roy Rogers
946. Roy Rogers "Holdup"
950 Gene Autry
951. Gene Autry "Kidnapping"
955. Hopalong Cassidy
956 Hopalong Cassidy in "The Cattle Rustler"
960 Cisco Kid & Pancho
FT 1 Red Riding Hood
FT 2 Hansel and Gretel
FT 3 Jack & the Beanstalk
FT-4 Snow White & the 7 Dwarfs

ALICE IN WONDERLAND

FT 20A The White Rabbit
FT 20B The Mad Tea Party
FT-20C. The Croquet Game

KIDDIE FAVORITES

FT-5, Cinderella and the Glass Slipper
FT-6 Goldilocks and the Three Bears
FT 7 The 3 Little Pigs
FT-8 Little Black Sambo
FT 9 The Ugly Duckling
FT-10 Sleeping Beauty
FT-11 Pied Piper of Hamlin
FT 12 Thumbelina
FT-25 Rudolph, the Red-Nosed Reindeer
FT-30. Night Before Xmas
FT 30A Aladdin Part One
FT-30B Aladdin Part Two
FT-51 The Magic Carpet
MG-1 Mother Goose Rhymes 1
MG-2 Mother Goose Rhymes 2
MG 3 Mother Goose Rhymes 3
XM-1 Christmas Story I
XM-2 Christmas Story II
XM 3 Christmas Story III

TRAVEL SCENES

26 Grand Canyon S. Rim I
36 Grand Canyon North Rim
51 Garden of Gods Colo
61 Hula Dancers, Hawaii
76 Mount Vernon
81 Niagara Falls, New York
82 Niagara Falls, Winter
122. Yellowstone, Mammoth
128. Yellowstone, Old Faithful
131 Yosemite Natl Park
136. Washington, D.C. I
154. Atlantic City
156. New York City I
160 Cypress Gardens, Fla.
166. Marine Studios, Fla.
175. Navajo Indians
203 Black Hills, S. D.
220 Homes of Movie Stars
245 Pike's Peak, Colo.
251 Carlsbad Cavern I
306 Mt. McKinley, Alaska
309. The Kaiteon
313. Chicago, Ill.
375. Niagara Falls, Ont.

Many more titles in stock than above Complete title list sent with order or on request

Career Women's Series

★ SHOCK PROTECTED

LADIES' SELF-WINDING WATCH. For the busy career woman as well as the homemaker, this watch is wound by the normal motion of her wrist. 10K yellow gold-filled, dust-protected case and smart black suede strap. Easy-to-read raised figure dial with sweep second hand. 17 Jewel Rotomatic movement

No. 307HK4375
Suggested Retail..... $90.00

★ SHOCK PROTECTED

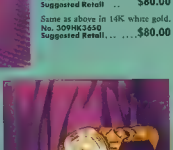
Practical for women who work in hospitals, radio, television, photography, laboratories... 14K yellow gold, dust-protected case with raised figures for easy legibility. Raised crystal and red sweep second hand. Matching gold-filled expansion bracelet. 17 Jewel Hallmark movement

No. 308HK3650
Suggested Retail .. $80.00

Same as above in 14K white gold.

No. 309HK3650
Suggested Retail... ....$80.00

17 Jewel Classic Series



★ SHOCK PROTECTED

A delightfully cushion-shaped, dust-protected case, engraved and polished to bring out its beauty. 10K yellow rolled gold with non-corrosive back. Matching gold-filled "Queen" expansion bracelet. Raised figure dial and domed crystal. Famous 17 Jewel Hallmark movement for dependable accuracy

No. 310HK2650
Suggested Retail..... . $55.00

★ SHOCK PROTECTED

A fashion-smart watch with beautifully simple lines. The dust-protected case is of 10K yellow rolled gold plate and fitted with a non-corrosive metal back. The matching expansion bracelet is also gold-filled. Easy-to-read raised numerals on dial and high domed crystal. 17 Jewel Hallmark movement

No. 311HK2650
Suggested Retail $55.00

★ SHOCK PROTECTED

As practical as it is popular. Styled to keep pace with tomorrow's fashions. 10K yellow rolled gold-plate, dust-protected case in popular cushion shape. Non-corrosive back. Matching gold-filled link bracelet. Raised numeral dial. High domed crystal. 17 Jewel Hallmark movement.

No. 312HK2650
Suggested Retail $55.00

Ladies' 14 Karat

★ SHOCK PROTECTED

14K white gold, dust-protected case. Matching Queen gold-filled expansion bracelet. Raised figure dial. Raised crystal. 17 Jewel Hallmark movement.

No. 315HK3400
Suggested Retail $71.50

Same as above with 14K yellow gold case and matching gold filled bracelet

No. 316HK3400
Suggested Retail $71.50

★ SHOCK PROTECTED

14K yellow gold, dust-protected case is exquisitely crafted. The matching gold-filled expansion bracelet has free-swinging ends. Raised figure dial. Domed crystal. 17 Jewel Hallmark movement.

No. 317HK3400
Suggested Retail . . $71.50

Hallmark

Pioneers in the Field of Shock Protected Watches

Guarantee

Every Hallmark Watch is unconditionally guaranteed to be made of the finest materials and with the most precise craftsmanship. It is further guaranteed to be free of defects of manufacture when it leaves the factory. If a Hallmark Watch proves to be defective within one year from the date of purchase, the watch will be repaired no charge

Hallmark Watch Corporation

★ SHOCK PROTECTED

There's fashion magic in this exquisite lady's watch. Its 14K yellow gold, dust-protected case features two diamonds. Matching gold-filled expansion bracelet. Raised numeral dial. Raised crystal. Kept accurate by Hallmark 17 Jewel movement.

No. 313HK4300
Suggested Retail .. $100.00

Same as above with 14K white gold case

No. 314HK4300
Suggested Retail..... $100.00

Hallmark...

Pioneers in the field of Shock Protected Watches

★ Dust-protected
★ 17 Ruby Jewels
★ Anti-Magnetic
★ Fully Guaranteed

HALLMARK SHOCK PROTECTION GUARDS THE BRAIN OF YOUR WATCH

Hallmark Balance Staff is Guaranteed against Breakage Forever.

★ WATERPROOF
★ SHOCK PROTECTED

A Dust-protected case has yellow cap, non-corrosive metal back. Gold filled combination expansion bracelet. Radium figure dial and hands can be read in dark. Sweep second hand in red 17 Jewel Hallmark movement.

No. 338HK3400
Sugg. Retail . . . $71.50

★ WATERPROOF
★ SHOCK PROTECTED

B The stainless steel case of this neat watch is dust-protected, has a matching stainless steel expansion bracelet. The radium figure dial and hands are easily read in the dark. Sweep second hand 17 Jewel Hallmark movement.

No. 339HK2950
Suggested Retail . . . $57.50

★ SHOCK PROTECTED

C Elegantly styled watch features a 10K yellow rolled gold plate. Dust-protected case with matching combination gold-filled expansion bracelet 17 Jewel Hallmark movement for reliable accuracy. Sweep second hand. Raised figure dial. Raised crystal

No. 340HK2950
Suggested Retail . . . $57.50

★ SHOCK PROTECTED

D 10K yellow rolled gold plate Dust-protected case with non-corrosive metal back. Matching gold-filled expansion bracelet. Raised figure dial under a raised crystal. Rep. accurate with efficient 17 Jewel Hallmark shock protected movement.

No. 341HK2625
Suggested Retail . . . $55.00

★ SHOCK PROTECTED

E 10K yellow rolled gold plate, dust-protected case with a non-corrosive metal back and matching gold-filled expansion bracelet. It offers the dependable accuracy of a 17 Jewel Hallmark movement. Easy-to-read raised numeral dial and luminous dot crystal.

No. 342HK2625
Suggested Retail . . . $55.00

★ SHOCK PROTECTED

F This distinguished, dust-protected case of 10K yellow rolled gold plate with a non-corrosive back. Matching gold-filled expansion bracelet. Clearly legible raised figure dial under the smart high domed crystal 17 Jewel Hallmark movement.

No. 343HK2625
Suggested Retail . . . $55.00

★ SHOCK PROTECTED

Distinguished, precision-lined, this modern styled watch is popular with all men. 10K yellow gold-filled, dust-protected case with matching gold-filled expansion bracelet. Raised figure dial under a high domed crystal. Famous 17 Jewel Hallmark movement.

337HK3150
Sugg. Retail **$67.50**

★ SHOCK PROTECTED

Smart and brilliant styling. This dependable, accurate timekeeper has a 14K yellow gold case with matching gold-filled expansion bracelet. The raised figure dial is very easily read under the raised crystal. 17 Jewel Hallmark movement

334HK5700
Sugg. Retail **$125.00**

★ SHOCK PROTECTED

A watch that's styled for the important man. It features a rectangular 14K yellow gold, dust-protected case with matching gold-filled expansion bracelet. Its faceted crystal over a raised numeral dial 17 Jewel Hallmark movement.

335HK8000
Sugg. Retail **$110.00**

Triumph of watchmaking! This beautiful, streamlined wristwatch actually serves you as an alarm clock, too! It sounds a long, clear signal at any time you set. Wakes you in the morning, no matter how soundly you sleep. Reminds you of appointments. 14K yellow gold-filled, dust-protected case with matching gold-filled expansion bracelet. Combination radium and gold figure dial can be read in dark. Sweep second hand feature watch powered by super accurate 17 Jewel Hallmark Alarm movement

No. 336HK6250
Suggested Retail . . . $135.00

Same as above with 14k yellow gold case and gold filled expansion bracelet

No. 336HK10900
Suggested Retail . . . $225.00

Shock resistant and waterproof features of Hallmark watches are guaranteed to conform with the specifications issued by the Federal Trade Commission. Printed instructions are included with every Hallmark watch.

17 Jewel Fashion Group

★ SHOCK PROTECTED

14K yellow gold, dust-protected case. Matching gold-filled expansion bracelet. Raised numeral dial. Raised crystal. 17 Jewel Hallmark movement

No. 318HK2400
Suggested Retail . . $71.50

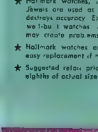
★ SHOCK PROTECTED

Mirror-polished 14K white gold, dust-protected case with matching "Queen" gold-filled expansion bracelet. Raised numeral dial. Domed crystal. 17 Jewel Hallmark movement for accuracy.

No. 319HK3750
Suggested Retail . . $80.00

Same as above in 14K yellow gold.

No. 320HK3750
Suggested Retail $80.00



Shock Protection Guards the Brain of Your Watch!

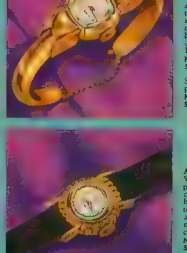
One of the most common causes of watch repair is the breakage of the balance staff. Hallmark watches are shock protected with the internationally famous Incabloc. The ruby jewel bearings that support the balance staff are mounted on tiny resilient springs which absorb the shock if the watch is dropped or otherwise jarred. This system is so effective that Hallmark guarantees its balance staff against breakage forever!

★ Hallmark watches marked "water-tight" are guaranteed waterproof and will remain so as long as the crystal is intact, the back is properly put on and the gasket is unimpaired.

★ Hallmark watches, like the world's finest timepieces, are 17 Jewel movements. Jewels are used at bearings for certain moving parts to reduce the friction that destroys accuracy. Experience proves that 17 Jewels is the most required for sturdy, trouble-free watches. Use of fewer may shorten the life of the watch, use of more may create needless cost of delicate hand-jig, difficult maintenance.

★ Hallmark watches are made with standard and interchangeable parts for quick, easy replacement if necessary.

★ Suggested retail prices include Federal Excise Tax. Watches illustrated are seven-eighths of actual size.



17 Jewel Custom Series

★ SHOCK PROTECTED

A timepiece that is a bracelet, styled to caress the wrist with gentle security. 10K yellow rolled gold plate, dust-protected case with non-corrosive back. Gold-filled bracelet. Raised figure dial. H. faceted crystal. 17 Jewel Hallmark movement.

No. 321HK3400
Suggested Retail . . $71.50

Same as above with white rolled gold-plated case.

No. 322HK3400
Suggested Retail . . . $71.50

★ SHOCK PROTECTED

As mannered and elegant as an Old World manner, this petite watch will please the lady who prefers the gracious styles. A svelte black suede strap holds the 14K yellow gold, dust-protected case to her wrist. Dependably accurate 17 Jewel Hallmark movement. Raised figure dial and raised crystal.

No. 323HK4450
Suggested Retail . $95.00

★ SHOCK PROTECTED

This watch has a flair for living expressed in the exquisite cushion shape of its 14K yellow gold, dust-protected case, its delightfully carved free-swinging ends and its beautiful matching "Queen" gold filled expansion bracelet. Raised crystal over a raised figure dial. Accurate 17 Jewel Hallmark movement

No. 324HK4200
Suggested Retail . . . $100.00

17 Jewel Rotomatic Self Winding Watches

★ SELF-WINDING ★ WATERPROOF
★ SHOCK PROTECTED

14K yellow gold, dust-protected case, matching gold filled expansion bracelet. Combination radium and gold-figured dial, can be read in darkness. Red sweep second hand. Unbreakable crystal. 17 Jewel Hallmark self-winding movement.

No. 325HK7250
Suggested Retail $165.00

Same as above with 10K yellow gold-filled case with non-corrosive back. Matching bracelet.

No. 326HK4650
Suggested Retail . . $95.00

★ SELF-WINDING
★ SHOCK PROTECTED

For the man who insists on smart styling a 14K yellow gold, dust-protected case in modern square shape and the new hobnailed crystal. Sweep second hand in red. Matching gold-filled expansion bracelet. Raised, faceted numerals. 17 Jewel Hallmark shock protected movement for dependable accuracy.

No. 327HK7250
Suggested Retail . . . $165.00

Same as above with 10K yellow gold-filled case and matching expansion bracelet.

No. 328HK4650
Suggested Retail. . . . $95.00

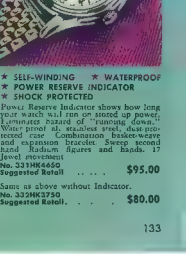
★ SELF-WIND NG CALENDAR
★ SHOCK PROTECTED

Tells time of day, day of week, date of month, all of these features change automatically. Dependable 17 Jewel Hallmark shock protected self-winding movement in 10K yellow gold filled, dust-protected case. Gold-filled expansion bracelet. Raised figure dial with radium figures for legibility 24 hours a day.

No. 329HK5250
Suggested Retail . . . $115.00

Same as above with all stainless steel water-repellent case. Match-ng bracelet.

No. 330HK4850
Suggested Retail . . . $100.00



★ SELF-WINDING ★ WATERPROOF
★ POWER RESERVE INDICATOR
★ SHOCK PROTECTED

Power Reserve Indicator shows how long your watch will run on stored up power. Luminous hand of "running down." Water proof all stainless steel, dust-protected case. Combination basket-weave and expansion bracelet. Sweep second hand. Radium figures and hands. 17 Jewel movement

No. 331HK4650
Suggested Retail $95.00

Same as above without Indicator.

No. 332HK3750
Suggested Retail. . . . $80.00

Hallmark....

The Balance Staff of All Hallmark Watches Guaranteed Forever Not to Break!

HALLMARK BUYER'S GUIDE

SHOCK PROTECTION
First entirely shock protected line in the field. Incabloc prevents shock-breakage of delicate balance staff.

17 RUBY JEWELS
Maximum jewels required for reduction of friction and for minimum of maintenance. Same number as in finest watches.

DUST PROTECTION
First complete line in the field to have pre-cemented crystals and dustproof crowns to keep dust out of case!

METAL BRACELETS
Selected from finest of America's leading makers, Gemex, J/B, Bretton, Stonewall and other famous names.

★ *Fully Guaranteed* ★ *Anti-Magnetic* ★ *Attractively Gift Boxed* ★ *Electronically Timed, Tested*

AND NOW . . . Hallmark presents Power Reserve Indicators, Alarm Wrist Watches, and sparkling new series of women's watches incorporating high style in cases, dials, and suede straps!

Hallmark Star of Glory diamonds are carefully selected by our own experts for their quality, brilliance, precision cut and clarity All hand set.

Diamonds illustrated are slightly enlarged to show detail.

Star of Glory Diamond Watches

A 58 diamonds, 14K white gold, dust-protected case. Matching 14K "add-a-diamond bracelet with safety chain Raised figure dial, domed crystal. 17 Jewel Hallmark SHOCK PROTECTED movement.
300HK38500
Sugg. Retail $750.00

B 20 sparkling diamonds in the 14K white gold, dust-protected case. Gold-filled "Queen" expansion bracelet. Raised figure dial, domed crystal, 17 Jewel Hallmark SHOCK PROTECTED movement
301HK16500
Sugg. Retail . $375.00

C 10 diamonds enhance the 14K white gold, dust-protected case Matching gold-filled "Sonata" expansion bracelet Raised figure dial, domed crystal, 17 jewel Hallmark SHOCK PROTECTED movement
302HK11900
Sugg. Retail $275.00

D 6 diamonds set in a 14K white gold, dust-protected case Matching gold filled "Queen" expansion bracelet Raised figure dial Domed crystal 17 Jewel Hallmark SHOCK PROTECTED movement.
303HK9000
Sugg. Retail $225.00

E Two diamonds, 14K white gold Gold-filled exp. bracelet Domed crystal 17 Jewel SHOCK PROTECTED movement.
304HK6450
Sugg. Retail . $150.00
Same as above. Yellow gold Two diamonds
305HK6450
Sugg. Retail . $150.00

F 34 fiery diamonds. Dust-protected case Two-strand, 14K gold, snake bracelet, with safety chain. Raised figure dial, domed crystal 17 Jewel Hallmark SHOCK PROTECTED movement for lasting dependability.
306HK28500
Sugg. Retail $600.00

5307H4235
Elegant, petite 14K white gold dust protected case with 10K gold filled expansion bracelet. High crystal, distinctive raised figure dial. 17 Jewel Hampden shock resistant movement.
Suggested Retail $95.00

5308H6265
As above, with *two diamonds*, one at each end of the case
Suggested Retail . . $150.00

HAMPDEN parts are standard and interchangeable — available at jewelers everywhere. Watches are illustrated ⅔ actual size. Shock resistant, water repellent, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. Suggested retail prices include Federal Excise Tax. Prices subject to change without notice.

5309H4235
Charming, tiny 14K yellow gold dust protected case, with 10K gold filled expansion bracelet Dome crystal, raised figure dial Famous 17 Jewel Hampden shock resistant movement
Suggested Retail $95.00

5310H4235
As above, but in 14K white gold dust protected case
Suggested Retail $95.00

Popular High Fashion. Dainty Square of classic beauty with or without diamonds (described above).

5311H4235
Exquisite styling in a smartly detailed very dainty 14K yellow gold mirror-polished case, dust protected With sleek double strand 10K yellow gold filled snake and expansion bracelet High crystal, neat raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement
Suggested Retail . . . $95.00

5312H4235
Dramatic simplicity is the keynote of this mirror-smooth ultra-small 14K yellow gold dust protected case. Contoured dome crystal, smart raised figure dial. With newest design 10K gold filled expansion bracelet. Famed-for-accuracy, dependable 17 Jewel Hampden shock resistant movement
Suggested Retail $95.00

5313H4865
Two exquisite diamonds brilliantly set in contrasting white gold end pieces of the mirror-polished 14K yellow gold dust protected case Smart dome crystal, and raised figure dial Enchanting 10K yellow gold filled expansion bracelet. Renowned 17 Jewel Hampden shock resistant movement
Suggested Retail . . $100.00

5314H3850
Classic design in 14K yellow gold dust protected case, enriched by a graceful 10K gold filled matching expansion circlet, daintily embracing the wrist. Gleaming dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement, guaranteed for faithful service.
Suggested Retail $71.50

5330H5530
Latest pyramid style, in distinctive mirror-polished 14K yellow gold case, dust protected. Smart pyramid crystal, stylish raised figure dial. Perfectly matched 10K gold filled expansion bracelet. Hampden 17 Jewel movement, guaranteed shock resistant
Suggested Retail $125.00

Dust Protected • Anti-Magnetic

HAMPDEN

Incabloc Shock Resistant • 17 Jewel Watches

5331H2905
Modern masculine style in a 10K yellow rolled gold plate case, with non-corrosive steel back, dust protected Matching 10K gold filled expansion bracelet Two-tone raised figure dial, dome crystal 17 Jewel accurate Hampden shock resistant movement
Suggested Retail $57.50

5332H3635
Aristocratic styling in a 10K yellow gold filled dust protected case Handsomely matched 10K gold filled expansion bracelet with plates for engraving High crystal and raised figure dial. Accurate 17 Jewel Hampden shock resistant movement
Suggested Retail $71.50

5333H2905
Handsome curved lines in a 10K yellow rolled gold plate case with non-corrosive steel back, fully dust protected 10K gold filled expansion bracelet. **Sweep second hand,** raised figure dial, unbreakable crystal 17 Jewel Hampden shock resistant movement
Suggested Retail . . $57.50

5334H2835
Smart square style in fine 10K yellow rolled gold plate case with non-corrosive steel back, dust protected Matching 10K gold filled expansion bracelet Unbreakable high crystal, raised figure dial. Hampden 17 Jewel guaranteed shock resistant movement
Suggested Retail $52.50

17 Jewel Accuracy

HAMPDEN

Incabloc Shock Protected

5315H3325
A fabulously elegant creation in a mirror-like 10K yellow gold filled case, dust protected, stunningly matched by a chic 10K gold filled expansion bracelet. Lustrous dome crystal, dainty raised figure dial. Guaranteed 17 Jewel Hampden shock resistant movement.
Suggested Retail $65.00

5316H3850
As above, but in 14K yellow gold case.
Suggested Retail $71.50

5317H3325
Lovely fashioned case, mirror-polished 10K yellow gold filled, dust protected. Enhancing 10K gold filled expansion bracelet of newest design exquisitely detailed. Easy-to-read raised figure dial. Famed 17 Jewel Hampden shock-resistant movement, faithfully yours for accuracy and dependability
Suggested Retail . . . $65.00

5318H2870
Modern square styling. 10K yellow rolled gold plate case with non-corrosive steel back, fully dust protected. Gorgeous matching 10K gold filled expansion bracelet. Lustrous dome crystal, raised figure dial Accurate and fully guaranteed 17 Jewel Hampden shock resistant movement.
Suggested Retail . . $55.00

5319H2870
Classic loveliness, styled for proud possession. In 10K yellow rolled gold plate dust protected case, with non-corrosive steel back. Matching 10K gold filled expansion bracelet with double link effect. Dome crystal, raised figure dial Celebrated 17 Jewel shock resistant Hampden movement.
Suggested Retail . . . $55.00

5320H4025
Elegant tailored design, 10K yellow gold filled case, dust protected. Matching 10K gold filled expansion bracelet **Sweep second hand,** raised figures, high crystal. Hampden 17 Jewel shock resistant movement
Suggested Retail $85.00

5321H4585
As above, in 14K yellow gold case
Suggested Retail . . $95.00

Hampden Mainspring and Balance Staff GUARANTEED FOR LIFE
17 Jewels for Peerless Timekeeping
Shock protected by patented Incabloc
Dust protected • Anti-magnetic
Permaflex Hairspring for assured accuracy
Electronically tested for dependability

GUARANTEE

Every Hampden Watch is fully guaranteed against defects in material or craftsmanship. Should any defect in either appear within one year from the date of sale replacement or repair will be made without charge Mainspring and balance staff guaranteed for life
HAMPDEN WATCH COMPANY

SELF-WINDING AUTOMATICS FOR MEN

Distinguished Automatic Styled for perfect dresswear formats for carefree accuracy (described below).

5335H5595
It's **automatic self-winding**—it's a **calendar** watch celebrated for dependability. Dial windows show month and day of week Red-tipped blue hand indicates date. 10K gold filled dust protected case. Matching expansion bracelet. Raised figure dial. Hampden 17 Jewel shock resistant movement.
Suggested Retail $125.00

5336H4095
A famous he-man's **automatic**—winds itself right on your wrist All stainless steel case, **water repellent,** dust protected Unbreakable curved crystal **Sweep second hand,** luminous figure dial and hands Matching mesh and expansion bracelet Famed Hampden 17 Jewel shock resistant movement
Suggested Retail . . $85.00

5337H4435
Automatic—water repellent flawless timekeeper. Handsome 10K yellow gold filled case with non-corrosive steel back, dust protected. 10K gold filled expansion bracelet **Sweep second hand,** luminous raised figure dial, unbreakable crystal. Hampden 17 Jewel shock resistant movement
Suggested Retail . . . $95.00

5339H7210
Self-winding automatic in 10K yellow gold filled dust protected case. 10K gold filled expansion bracelet. Two tone dial, raised figures, **sweep second hand,** high crystal Hampden 17 Jewel shock resistant movement.
Suggested Retail $100.00

As above, but in 14K yellow gold case.
Suggested Retail $150.00

MAINSPRING GUARANTEED FOR LIFE

BALANCE STAFF GUARANTEED FOR LIFE

5322H3325
A circle of rare loveliness in an authentic Florentine 10K yellow gold filled case, dust protected, with dainty matching expansion bracelet. Lustrous high crystal, neat raised figure dial. Celebrated 17 Jewel Hampden movement, faithfully yours for dependable accuracy
Suggested Retail . . $65.00

5323H3010
Strikingly graceful styling in a cushion case of 10K yellow rolled gold plate with non-corrosive steel back, dust protected Enchanting matching 10K gold filled expansion bracelet. Gleaming crystal, trim raised figure dial 17 Jewel Hampden shock resistant movement.
Suggested Retail . $57.50

5324H3850
24diamonds 10K yellow rolled gold plate dust protected case, steel back. Dome crystal, raised figure dial 10K gold filled bracelet. 17 J. shock resistant movement.
Suggested Retail $71.50

5325H3850
As above, in 10K white rolled gold plate, stainless steel back.
Suggested Retail . . . $71.50

5326H3920
Nurse's watch in 14K yellow gold case, 10K gold filled expansion circlet. **Sweep second hand,** raised figure dial Accurate 17 J. shock resistant movement
Suggested Retail . . $71.50

5327H3220
As above, but in 10K yellow gold filled case.
Suggested Retail $62.50

5328H2765
10K yellow rolled gold plate case, steel back, dust protected Matching 10K gold filled expansion bracelet. Raised figure dial 17 J. shock resistant movement.
Suggested Retail $52.50

5329H2870
As above, but with **sweep second hand** Ideal for nurses.
Suggested Retail . . $55.00

17 Jewels • Shock Resistant

HAMPDEN

Dust Protected • Anti-Magnetic

Distinguished Name On Fine Watches Since 1878

5340H3100
A gleaming masterpiece in 14K yellow gold, mirror-polished to set off its sleek modern lines. Dust protected Distinctive high crystal, raised figure dial Matching mesh and expansion bracelet, 10K gold filled. Nationally famous 17 Jewel Hampden shock resistant movement.
Suggested Retail $125.00

5341H3885
As above, in 10K yellow gold filled case.
Suggested Retail $71.50

Sealed Against Water and Dust. Sturdy, good-looking—for perfect timekeeping (described below)

5342H2905
Masculine elegance in a 10K yellow rolled gold plate case with non-corrosive steel back, dust protected. Unique matching 10K gold filled expansion bracelet. Polished dome crystal, raised figure dial. Celebrated Hampden 17 Jewel shock resistant movement. Guaranteed for accuracy.
Suggested Retail $57.50

5343H2905
There's dignity and class in this 10K yellow rolled gold plate case with its non-corrosive steel back, fully dust protected Handsome matched 10K yellow gold filled expansion bracelet High crystal and raised figure dial. Nationally famous 17 Jewel Hampden shock resistant quality movement
Suggested Retail $57.50

5344H3430
For men of distinction—a superb 10K yellow gold filled dust protected case with non-corrosive steel back Perfectly matched combination expansion bracelet Smart dome crystal, **sweep second hand,** raised figure dial. Shock resistant 17 Jewel Hampden movement, famous accurate timekeeper.
Suggested Retail $67.50

5345H3115
Masculine, rugged design in a **water repellent** all stainless steel watch with matching expansion bracelet. Fully dust protected case Unbreakable crystal, **sweep second hand,** luminous radium figures and hands Faithfully accurate 17 Jewel Hampden shock resistant movement of peerless high quality.
Suggested Retail $59.50

HAMPDEN

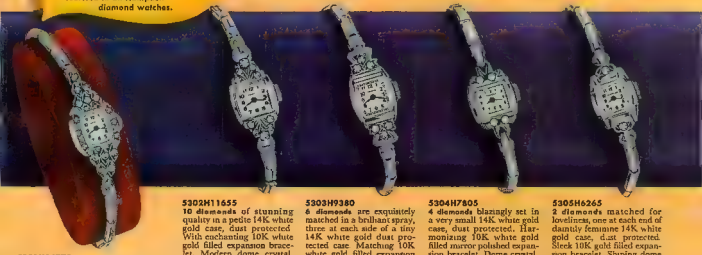
Distinguished Name on Fine Watches Since 1878

17 JEWELS
INCABLOC SHOCK RESISTANT

Genuine Matched Diamonds

of select quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched are featured in all Hampden diamond watches.

5320H28000
The **CORONATION** a regal triumph of America's master designers, crowned with **twenty-eight diamonds** of dazzling luster, twelve of which are set in the 14K white gold bracelet which is built onto the petite 14K white gold case in gem-like symmetry. Contoured high crystal, dainty raised figure dial. Famous precision-made 17 Jewel shock resistant movement. Give wrist size when ordering.
Suggested Retail $600.00



5301H14770
18 diamonds selected for flawless radiance, in a very dainty 14K white gold dust protected case. Matching 10K white gold filled expansion bracelet. Gleaming high crystal, raised figure dial 17 Jewel Hampden shock resistant movement of guaranteed accuracy.
Suggested Retail $315.00

5302H11655
10 diamonds of stunning quality in a petite 14K white gold case, dust protected. With enchanting 10K white gold filled expansion bracelet. Modern dome crystal, dainty raised figure dial. Nationally famous quality 17 Jewel Hampden shock resistant movement.
Suggested Retail $250.00

5303H9380
6 diamonds are exquisitely matched in a brilliant spray, three at each side of a tiny 14K white gold dust protected case. Matching 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Faithfully accurate 17 Jewel Hampden shock resistant movement.
Suggested Retail $215.00

5304H7805
4 diamonds blazingly set in a very small 14K white gold case, dust protected. Harmonizing 10K white gold filled mirror polished expansion bracelet. Dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement of peerless accuracy.
Suggested Retail $175.00

5305H6265
2 diamonds matched for loveliness, one at each end of daintily feminine 14K white gold case, dust protected. Sleek 10K gold filled expansion bracelet. Shining dome contoured crystal, smart raised figure dial. Famous 17 Jewel Hampden shock resistant movement.
Suggested Retail $150.00

Every Feature You Want in a Fine Watch

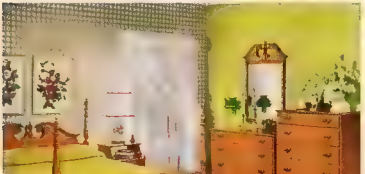
LIFETIME GUARANTEE—Every Hampden Mainspring and Balance Staff Guaranteed for Life

- ★ 17 Jewels for peerless timekeeping
- ★ Shock protected by patented Incabloc
- ★ Dust protected ★ Anti-Magnetic
- ★ Permaflex Hairspring for assured accuracy
- ★ Fully guaranteed by certificate
- ★ Famous for quality through the years
- ★ Unique Sky-Dome gift box with each watch

Diamonds enlarged to show detail

5306H17850
24 diamonds of fire-filled brilliance set in petite 14K white gold case, fully dust protected. Matched with an enchanting 10K white gold filled expansion bracelet. Dainty raised figure dial. Dome crystal. Famous for quality 17 Jewel Hampden shock resistant movement.
Suggested Retail $375.00

Whether you're choosing dining room furniture for an 18 by 18 foot room, or whether you want just a drop leaf table and some chairs for a living-dining room arrangement . . . you'll find Old Colony pieces to fit your needs exactly. True Colonial designs carefully constructed of seasoned Birchwood . . . beautifully finished. All tables and chairs have full stretcher supports. Cabinets with authentic "H" type hinges . . . center guided drawers.



So authentically Early American, the four poster bed and spacious chests might have been taken from Priscilla Alden's bedroom! Truly rich in the American tradition, every Old Colony piece is a proud example of Heywood-Wakefield's attention to detail. Chests are dust-proofed, drawers are dovetailed and center-guided to glide at feather touch . . . pretty butterfly pulls are gleaming Brass. In Winthrop Maple or Monticello Cherry finish.

Old Colony

in Maple or Cherry finish

Old Colony will key your home to traditional American friendliness and comfort all through its long useful life. Your assurance--the fact that Heywood-Wakefield has earned and kept a reputation for fine furniture since 1826. The beautiful pieces on these pages are not only designed to harmonize with one another--but exclusive Home-Planned designs give you the advantage of "open stock". You can be sure that later additions will enhance the decorative unity of your home.

Old Colony's mellow Winthrop Maple and Monticello Cherry finishes have been developed by DuPont. These clear, plasticized lacquer finishes give all pieces their antique appearance . . . permit the beautiful graining of choice native hardwoods to show through. From Mass.

Old Colony Refectory Table. Has two fitted end leaves. Size of top when closed is 40" wide, 60" long. Top open measures 96" long, 40" wide. No matter how often leaves are extended or retracted, well-engineered slide mechanism works smoothly and without damage to leaves or top. Shipping weight 135 lbs.

86701 D8450 Specify finish $119.50

Small Refectory Table. Top (closed)measures 54x36", with both leaves extended, top measures 84x36x29" high. Patented Heywood-Wakefield mechanism keeps table leaves from being scratched. Ship. wt. 111 lbs.

86702 D6450 Specify finish $92.50

Colonial Side Chair. Seat 19x17". Ht. 35".
86703 D1750 Ship. wt. 20 lbs. Specify finish $24.50

Matching Arm Chair. Width 20", depth 17", 35" high.
86704 D2150 Ship. wt. 20½ lbs. Specify finish $29.50

Hutch Cupboard. Has five drawers, two doors. Base has adjustable shelf, tray for silver in top drawer. 54x20x72" high. Ship. wt. 223 lbs.

86705 D15450 Specify finish $219.50

Welsh Buffet. Base of cupboard above. 54x20x34" high.
86706 D10950 Wt. 165 lbs. Specify finish . . $159.50

Colonial Poster Bed. Headposts 50" high, footpost 48" high. Ship. wts: Twin, 118 lbs; full-sized bed, 135 lbs.

86601 D5950 Specify finish, twin or full size . $84.50

Hanging Mirror. Plate glass in pediment top frame. 22x29". Charming in bedroom or reception hall.
86602 D2750 Ship. wt. 45 lbs. Specify finish . $40.00

Four Drawer Dresser. Top, 42x18". Height 35". Use it with hanging mirror. Shipping wt. 144 lbs.
86603 D8450 Specify finish $119.50

Five Drawer Chest. 34x19x49½" high. Wt. 158 lbs.
86604 D9250 Specify finish $129.50

Arrowhead Bed. Headboard height 40", footboard 30". Ship. wts: twin, 72 lbs; full-size, 83 lbs. Specify size.
86605 D4950 Specify finish $89.50

Mirror. Plate glass in 40x28" wood frame. Wt. 57 lbs.
86606 D3650 Specify finish $50.00

Double Dresser. 8 drawers. 56x19x34" high.
86607 D11950 Wt. 182 lbs. Specify finish . . $169.50

Upholstered Arm Chair. Seat 20x20". Back ht. 20". Plaids, Checks, Stripes, Tapestries, Novelty Weaves or Solid color fabrics--in any color. Specify fabric, color.

86608 D7450 Ship. wt. 50 lbs. Specify finish. $99.50

Boudoir Bench. Upholstered top, 22x16". 17" high. See chair for fabrics and colors. Shipping wt. 15 lbs.

86609 D1995 Specify finish, fabric, color . . . $27.50

WRITE FOR FREE BOOKLET

Write to John Plain and we'll send you a complete catalog of Old Colony furniture with full color illustrations. Sent to John Plain Dealers only.

HEYWOOD-WAKEFIELD EST. 826

Modern

Give your home the lovely, lighthearted modern you've admired in House Beautiful, Better Homes & Gardens and other leading decorator magazines. You'll be proud of the handsome, assured air it gives your home. And as the years roll by you'll be glad you shopped so wisely. All pieces available in pale Champagne or in golden Wheat (shown at left).

Made of Solid Birch, filled with resilient coil springs, custom covered. All loose seat cushions reversible for long, even wear. You can choose from Plaids, Checks, Stripes, Novelty Weaves, Plain or Figured Mohair Friezes . . . and you can specify any fabric color you like! Wood finish in choice of golden-hued "Wheat", or pale "Champagne"

Sectional Sofa. Seat cushions shown are each 23x22" deep. Back height, 21"; overall ht. 32". Specify wood finish, fabric and color.

Right Arm (as you sit in it). Ship. wt. 75 lbs.
86331 D6950 Retail Price **$129.50**

Center Single Filler. Shipping weight 60 lbs.
86332 D7450 Retail Price **$99.50**

Double Filler (not shown). 48x22". Wt. 94 lbs.
86333 D12950 Retail Price **$179.50**

Left Arm (as you sit in it). Ship. wt. 75 lbs.
86334 D6950 Retail Price **$129.50**

Corner Table. 32x32x21¼" high. Wt. 57 lbs.
86861 D4250 Specify finish **$59.50**

Square Cocktail Table. Can be used as low corner table. 38x38". Ht. 18", Wt. 42 lbs.
86862 D3250 Specify finish **$44.50**

Desk Chest-on-Chest. Base has desk with drop-down front, three drawers, side cabinet with adjustable shelves, 42x18x34" high. Hutch top 45x12x25" high. 90 lbs. Base, 150 lbs. Specify finish.

86874 D14950 As Shown . **$209.50**
86875 D11950 Base Only **169.50**

(Shown Below)

Jr. Dining Extension Table. Closed, 36x54"; leaf added 36x72", Ht, 29", 86739 D7450 Wt. 101 lbs. **$99.50**

Side Chair. 16x18⅝" seat. No-sag spring construction. Ht, 34". See sectional sofa for fabrics, colors.

86740 D3450 (21 lbs.) . . **$49.50**

Arm Chair. Same construction as above. 20½x16½" seat, Ht, 35".
86741 D4450 (24 lbs) . . **$59.50**

Drop Leaf Dining Table. 36x14" with leaves down, 36x80" with leaves up, Ht. 29", 87 lbs.
86733 D6450 Specify finish **$92.50**

Side Chair and Arm Chair. Seats 18x16". Upholstered in plain or figured Frieze, Tapestry or Modern Novelty Weaves. In Chartreuse, Rose, Flame, Blue, Gray or Green. Wt, 10 lbs. Specify finish, fabric and color.
86734 D2450 Side Chair **$34.50**
86735 D3250 Matching Arm Chair . . . **44.50**

Buffet. Has three roomy drawers and two side cabinets. Each cabinet has two adjustable shelves, 18x48" wide, 32½" high. Wt, 157 lbs.
86736 D12950 Specify finish **$179.50**

Upholstered Pull-up Chair. Hardwood frame, coil spring construction. Width of seat, 21"; seat depth, 20"; overall ht, 32". Wt, 52 lbs. Specify wood finish, fabric, fabric color. See Side Chair for fabrics.

86335 D7450 Retail Price **$99.50**

Wedge-shaped Step Table. Designed to permit curved arrangements with regular seating units. Use it between sectional pieces and chairs or for curved television arrangements. Tier shelf ideal for lamp, cushion-height shelf is 22" at back and 12" at front. Length, 30". Height, 22". Shipping weight 31 lbs.

86863 D2750 Specify finish **$39.50**

Modern

Heywood-Wakefield's furniture is "Home-Planned" to meet your needs today--and tomorrow. These lovely dining room suites blend in design and color with other Heywood groups--mix and match them as you please. Built of solid, seasoned Birch. All pieces available in open stock. Finished in choice of golden Wheat or pale Champagne (shown at right).

Service Wagon

Hospitality on wheels! Service wagon that can double as a console piece or hostess table--perfect for buffet serving. Top is 20x38" with leaves down, 48x38" with leaves up. Lower shelf for additional space. Ball-bearing wheels roll smoothly over carpets. 26½" high. Wt. 72 lbs State finish.

86726 D5950 Retail Price **$84.50**

Two Pedestal Drop-Leaf Table.

Gracefully curved modern lines distinguish this solid table. 29" high. With leaves down, top is 23x38"; with leaves up, 54x38"; with two 12" leaves inserted, top becomes 78x38". Ship. wt. 150 lbs.

86732 D9450 State finish **$129.50**

Extension Table. 42x60". Extends to 42x90". Height 29". Specify Wheat or Champagne.

86720 D9950 Weight 120 lbs. **$139.50**

Side Chair and Arm Chair. Seats, 18x16". Upholstered in plush or figured Frieze, Tapestry or Modern Novelty Weaves. In Chartreuse, Rose, Blue, Gray or Green. Specify Wheat or Champagne, also fabric and color. Shipping weight 19 lbs.

86721 D2350 Side Chair **$32.50**
86722 D2950 Matching Arm Chair . . . 42.50

Tambour Utility Chest. (3 are shown). Door front slides into case. Adjustable shelf inside, 24" wide, 17" deep, 32½" high. Wt. 91 lbs.

86723 D5950 Specify finish **$84.50**

Buffet with Butch Top. Buffet is 54x18x34" high, three drawers; adjustable shelves in both side cabinets. Hutch top has sliding plate glass doors and adjustable shelves. 52x14x38" high. Ship. wt. 310 lbs. Buffet only, 172 lbs. Specify Wheat or Champagne.

86724 D2095O As Shown **$299.50**
86725 D1295O Buffet Only 179.50

Side Chair and Arm Chair. Backs and seats upholstered. See chairs above for description of upholstery fabric. Seat measure 18x18". Ship. wt. 19 lbs. Specify Wheat or Champagne, also upholstery fabric and color.

86728 D2950 Side Chair **$42.50**
86729 D3850 Matching Arm Chair . . 54.50

Three Pedestal Drop-Leaf Extension Table. Sturdy supports keep top level. Top 40x28", closed; 40x56" with drop leaves up; 40x94" with leaves up and two 18" leaves added. Ht. 29". Specify Wheat or Champagne finish.

86727 D11450 Weight 145 lbs. **$159.50**

China Cabinet. A beautiful and practical furniture piece that holds all your table linens, silver and china . . . adds immeasurably to the looks of any dining area. Base has three drawers and two side cabinets. Each cabinet has two adjustable shelves. 18 x 48 inches wide, 32½ inches high. China top has adjustable shelves. Glass doors with etched handles. Top is 22 inches wide, 14½ inches deep and 32 inches high. Overall cabinet height is 64½ inches. Shipping weight 239 lbs. Buffet only, 157 lbs. Please specify Champagne or Wheat finish.

86730 D15450 As Shown **$219.50**
86731 D10450 Buffet Base Only 149.50

Sculptura

Heywood-Wakefield's new, majestically modern design . . Sculptura. Solid seasoned birch . . . all drawer fronts recessed for shadow box effect. In Wheat or Champagne finish.

Sculptura Vanity and Mirror. Diagonally-cut glass make-up shelf, 38x42" mirror. 3 drawers. 50x18x20".

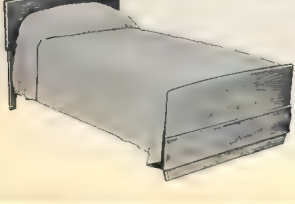
86615 D11950 Spec. finish . **$169.50**

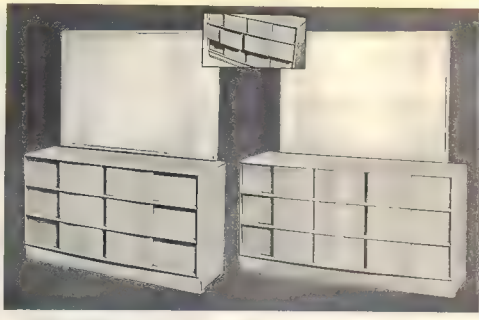
Revolving Bench. Upholstered in any popular color. 20" diameter, 16" high. Shipping weight 25 lbs.

86616 D2950 Spec. color, finish **$39.50**

Sculptura Night Table. Full drawer, shelf for books, magazines. Top for lamp. 16x20x24" high. Specify finish.

86620 D3250 Wt. 40 lbs. . . . **$44.50**





Sculptura Double Dresser. Six full-size dustproof drawers slide easily on center guides. Recessed toe board. Space enough for all your personal possessions. 56x19x31" high. Ship. wt. 198 lbs.

86617 D11450 Specify finish . . . **$159.50**

Sculptura Mirror. Heavy plate glass in frame with mitered corners. Use it over dresser base or as a handsome touch in any room. 50x34". Ship. wt. 56 lbs.

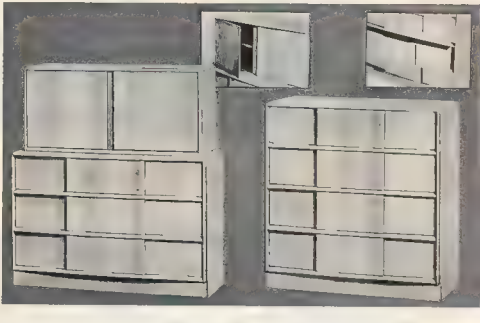
86618 D4450 Specify finish **$60.00**

Sculptura Triple Dresser. Magnificent nine-drawer unit designed to give the maximum amount of storage space. Has a variety of drawers to hold everything . . . from handkerchiefs to blankets. Room enough for all of his sportswear . . . for all her lingerie and accessories. 62x19x31' high. Specify Wheat or Champagne finish.

86619 D13950 Ship. wt. 240 lbs. . **$189.50**

Sculptura Mirror. Plate glass. 50x34".

86618 D4450 Ship. wt. 56 lbs. . . . **$60.00**



Three Drawer Chest with Deck Top. 18x40" chest has three full drawers. 18x42" deck top is fitted with shelves. Space for his socks, shirts, sweaters . . . and he'll be proud to call this well-planned unit his own. Overall height, 50". Specify finish.

86621 D12950 Wt. 225 lbs. . . **$179.50**

Three Drawer Dresser. Same as above, without deck top. 18x46x31". 140 lbs.

86639 D7950 Specify finish . . **$114.50**

Unframed Mirror. 40x28". 65 lbs.
86640 D2750 Retail Price . . . **$40.00**

Sculptura Bed (shown at left). Simple head and footboard with just enough design to blend with other Sculptura pieces. Specify twin size (68 lbs.) or full-size (79 lbs.)

86623 D4450 Specify finish . . **$64.50**

Sculptura Four Drawer Chest. Compactly designed to win approval from the man of the house. Four large drawers glide smoothly . . won't stick or rattle. Use chest alone or in pairs. 19x38x39" high. Specify Wheat or Champagne.

86622 D8950 Wt. 110 lbs. . . . **$129.50**

Encore Double Dresser. Eight drawers for his and her things. 54x19x34".
86624 D12950 Ship. wt. 187 lbs. Specify finish **$179.50**

Encore Mirror. Plate glass in wood frame. 40x28".
86625 D3250 Specify Wheat or Champagne. Ship. wt. 56 lbs. **$45.00**

Tub Chair. Circular seat 24x22". Back height 18". Upholstery fabrics: Friezes, Checks, Tapestries or Novelty Weaves in any color you wish.
86626 D8950 Specify Wood finish, fabric and color. 54 lbs. **$119.50**

Encore Picture Frame Bed. Shows off your bedspread. Headboard 33½" high, footboard 20⅝". Specify twin (68 lbs.) or full size (79 lbs.).
86627 D4950 Specify Wheat or Champagne finish. **$69.50**

Encore Five Drawer Chest. 19x34x36" high. Drawers vary in depth.
86632 D9950 Ship. wt. 161 lbs. Specify finish **$139.50**

Encore Panel Bed. Specify twin (70 lbs.) or full size (81 lbs.).
86633 D4950 Specify Wheat or Champagne finish **$69.50**

4-Drawer Dresser. 42x19x34" high. Top drawer has pin tray.
86634 D8950 Ship. wt. 45 lbs. Specify finish **$129.50**

86635 D2250 Encore Hanging Mirror. 32x28" high. 40 lbs. **$32.50**

86636 D3750 Night Table. Top, 13" deep; depth 16", width 19". Open back, drawer. Wt. 40 lbs. 26" high. Specify finish . **$49.50**

Double Headboard with Cabinet Top and Swing-Apart Bed Frames. 81" wide, 9" deep, 40" high. Beds swing on casters. Sliding doors.
86637 D9950 Ship. wt. 166 lbs. Specify finish **$139.50**

86638 D6450 Full-Size Headboard Bed. Wt. 103 lbs. **$89.50**

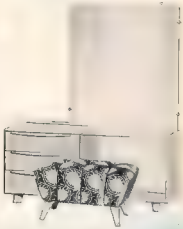
HEYWOOD-WAKEFIELD EST. 826

Encore

Modern furniture in the cosmopolitan mood. . simple and smart. All "open stock" pieces . . built of solid, seasoned Birch . . in Wheat (shown) or Champagne finish.

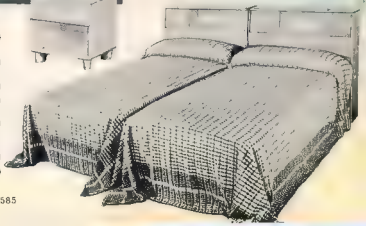
Encore Triple Dresser. 12 drawers 4 small drawers at center. 18x60x39".
86628 D16450 Wt. 240 lbs. . **$229.50**

Encore Mirror. 50x34". Specify finish.
86629 D4450 Wt. 53 lbs. . . . **$60.00**



Encore Vanity and Mirror. 54x18x65".
86630 D12950 Wt. 205 lbs. . . **$179.50**

Vanity Bench. 26x17" top upholstered in Red, Green or Gray textured cotton.
86631 D2950 Wt. 24 lbs. **$39.50**



Drop-Leaf Extension Table. 28x36" with leaves down. With one leaf up, 44x38"; with both leaves up, 60x38". 72x36" with center leaf. Ht. 29".

86708 D6450 Wt. 115 lbs. Specify finish **$89.50**

Large Drop-Leaf Extension Table. 26x42" closed, 63x42" with leaves up. Extends to 83x42" with 2 extension leaves. Ht. 28".

86709 D8450 132 lbs. Specify finish . **$119.50**

Ladderback Side Chair. Natural color woven fiber seat, 17x14½". Back ht. 21".

86710 D2150 Wt. 15 lbs. Specify finish **$29.50**

Matching Arm Chair. 18x17½". Back ht. 22½".

86711 D2750 Wt. 19 lbs. Specify finish. **$39.50**

Large Hutch Cupboard (see open-top hutch)

86712 D12450 205 lbs. Size: 48x20x70" **$179.50**

Buffet. Base of cupboard above. 138 lbs.

86713 D7950 48x20x34" high **$109.50**

Oval Drop-Leaf Extension Table. The trend in traditional tables is turning toward the rounded style. Here is a handsome example! Top, with two leaves down, 54x27". With one leaf up top measures 54x45". With both leaves up top is 54x63". Fully extended, with two 10" leaves top measures 54x84". Height, 29". Sturdy stretchers; butterfly swing supports. Ship. wt. 137 lbs. Specify Winthrop Maple or Monticello Cherry finish.

86714 D9250 Retail Price **$129.50**

Colonial Side Chair. Authentic in its simplicity. Shaped seat measures 18" wide by 16" deep. Height of back, 18". Ship. wt, 17 lbs. Specify Winthrop Maple or Cherry finish.

86715 D1750 Retail Price **$24.50**

Matching Colonial Arm Chair. Comfortable seat measures 18x18". Ht. of back 18". 22 lbs.

86716 D2250 Specify finish **$32.50**

Open Top Hutch Cabinet. 36x18x68" high. Grooved shelves for plates. Drawer for linen, silver; adjustable shelf in base. Specify finish.

86717 D8750 Wt. 88 lbs. . . **$124.50**

Server. Base of cabinet above. 38 x18", Ht. 34". Specify finish.

86718 D6450 Wt. 66 lbs. . . **$94.50**

KEYWOOD-WAKEFIELD BRAND

Old Colony
in Maple or Cherry finish

All pieces on these two pages are shown in Maple finish . . . also available in Cherry finish

Panel Bed. Urn finials on the low posts distinguish this simple bedstead. Low footpost (25") makes bedmaking easier. Ideal for a girl's room or guest room. Height of headpost is 36". Shipping weight: twin size 65 lbs.; full size, 75 lbs. Specify twin or full size bed and finish of wood.

86810 D3850 Retail Price **$54.50**

Night Stand. Top 18x15". Ht. 28". Handy drawer, lower shelf for magazines. 34 lbs.

86611 D2750 Specify finish **$39.50**

Triple Dresser Base. A spacious storage base with twelve deep drawers. Solidly constructed of Birch . . . available in Winthrop Maple or Monticello Cherry finish. All drawers have center-glides . . won't stick or rattle because of humidity changes. 82x17x 34" high. Shipping weight 230 lbs.

86614 D13950 Specify finish **$199.50**

Triple Dresser Mirror. Heavy plate glass mirror in traditional wood frame. 40x28".

86606 D3650 Specify finish. 57 lbs. **$50.00**

Six Drawer Chest-on-Chest. 34x18x54½" high. Winthrop Maple or Cherry finish . . . both are lovely, mellow tones. Wt. 190 lbs.

86612 D10950 Specify finish **$159.50**

Six Drawer Desk-Chest. Looks just like the chest described above . . . but . . there's a desk in the center drawer. Has five stationery compartments, ample writing room, self-locking drawer mechanism. Gives you a chest and desk in space of one. Wt. 194 lbs.

86613 D12450 Specify finish **$179.50**

solid Birch...

Wheat or Champagne finish

by Heywood-Wakefield

Here are the clean-swept lines of modern in sunshiny, mirror-like finishes that set them off superbly! By Heywood-Wakefield, these handsome tables and occasional pieces are built of solid Birch . . . beautifully grained, perfectly matched. Finished in pale, pink-tinged Champagne or tawny, golden Wheat. Shipped from Massachusetts.

Kneehole Desk. Solid Birch with full back panel, roomy 50x24" top. Double depth file drawer in left pedestal. Top drawer is full desk width. 30" high. Specify finish

86864 D12950 Wt. 190 lbs. **$179.50**

Arm Chair. Solid Birch. 18x16" padded seat with textured cover in any popular color. Back 16½" high. Specify finish, seat color.

86865 D3250 Wt. 19 lbs. **$44.50**

Cocktail Table

Stands 16" high with 36x19" tops, 31¾x16½" shelf. Specify Wheat or Champagne finish.

86866 D2650 Wt. 30 lbs. **$37.50**

Nest of Tables

3 tables: 21x15x24" high; 19x13¾x23" high; 17x12x22" high. Specify Wheat or Champagne.

86867 D4250 Wt. 35 lbs. **$59.50**

Record Cabinet

Doubles as end or TV table. 3 inner compartments. 28x16½x22" high. State Wheat or Champagne.

86868 D4450 Wt. 47 lbs. **$62.50**

2-Tier Corner Table

32" square, 21½" high. Tapered top shelf, cushion-high lower shelf. State Wheat or Champagne.

86869 D4250 Wt. 57 lbs. **$59.50**

Step Table

2-tier end table, 22" high. 30x17" lower shelf is seat-height. Specify Wheat or Champagne.

86870 D2650 Wt. 26 lbs. **$37.50**

Square Lamp Table

Perfectly proportioned! 21" sq. top, 18x18" shelf. 25" high. Specify Wheat or Champagne.

86871 D2250 Wt. 24 lbs. **$32.50**

Lamp Table

Unique 21" square shelf for magazines, books. 26x24" top, 26" high. State Wheat or Champagne.

86872 D3250 Wt. 40 lbs. **$44.50**

Round Cocktail Table

The top revolves! Measures 32" in diameter, 16" high. Specify Wheat or Champagne finish.

86873 D3250 Wt. 38 lbs. **$44.50**

HEYWOOD-WAKEFIELD EST. 1826

Old Colony

in Maple or Cherry finish

Early American design in mellow Maple or a glowing Cherry finish. This is furniture for the future--inspired by the past! Built of seasoned native hardwoods, rigidly braced, with screwed and glued corner blocks . . . carefully crafted. Cushions are spring-filled, reversible for long, even wear, custom covered. Choose Plaids, Checks, Stripes, Tapestries, Novelty Weaves or solid colors . . . in any color you wish. From Mass.

Upholstered pieces shown above. Specify finish, fabric, color

Platform Rocker. Spring-filled reversible cushions, 20x21 in.
86337 D4950 Back ht, 23". Wt. 54 lbs. $69.50

Sofa. Seat width, 53"; depth, 20". Reversible cushions.
86335 D9950 Back ht, 20". Wt. 120 lbs. $139.50
Wing Lounge Chair. Reversible 20x21" cushions. Back ht, 20".
86339 D4250 Spring-filled. Wt. 45 lbs. $59.50

Lamp Table and Coffee Table shown in illustration above

Lamp Table. Plenty of shelf space for lamp, radio, magazines. Top Shelf, 21x16"; middle, 16½x13½", bottom shelf, 18½x15½". Ht, 26". Specify finish.
86877 D1995 Wt. 28 lbs. $29.50

Coffee Table. Generously large 38x19" top for glasses, coasters, ashtrays. 29½x16½" shelf for hooks and magazines. Ht, 18". Specify finish. Wt. 35 lbs.
86878 D2295 Retail $32.50

End Table. Flank your sofa with a pair bearing lamps. Use as low occasional table for planters and knickknacks. 26x15" top, 21x11" shelf keeps books, magazines within arm's reach. 21" ht. Specify finish. Wt. 25 lbs.
86879 D1750 Retail $24.50

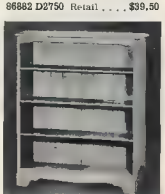
Drop Leaf End Table. Use as a coffee or cocktail table or dinner for two. 32 x 27" with leaves up. End table with leaves down, 11½x27". Top with one leaf up, 22½x27". Height, 23". Specify finish. Wt. 34 lbs.
86880 D2595 Retail $37.50

Step End Table. Sofa or chair-side table with tier top for radio or lamp. Two shelves hold books, smoking accessories. Tier top, 14x15"; middle shelf, 28x15", bottom shelf, 25x13½". Ht. 23". Specify finish. Ship. wt. 25 lbs.
86881 D2250 Retail $32.50

Corner Utility Table. Use with sectional seating arrangements or as handy lamp and end table. Big 28x28" square top and 24x24" shelf for reading matter. Height, 22". Specify Maple or Cherry finish. Shipping wt. 46 lbs.
86882 D2750 Retail $39.50

Kneehole Desk. Solid finished back permits desk to be used away from wall. Six spacious drawers; full width top drawer, double depth file drawer. 22x46". 30" high. Specify finish.
86883 D9450 Desk. Shipping weight 153 lbs. $139.50
Captain's Chair. Seat, 21x17" deep. Width between arms, 18½". Back height 13½". Shipping weight 25 lbs. Specify finish.
86884 D2750 Captain's Chair $39.50

Coffee Table. Two drawers for cards, score sheets. Top, 40x20". Height, 18". Sturdy stretcher supports. A handsome addition to your living room . . . constructed for family use. Weight 43 lbs.
86885 D2950 Retail $39.50



Large Bookcase. Three adjustable shelves. Scored back detail. Shaped top frame and toe board. Fine enough for your precious library. Top, 38x11". Ht., 45". Specify finish. Ship wt. 68 lbs.
86886 D4250 Retail $59.50

Quality Handbags — *Specially Selected Materials — Fine American Workmanship*

10BW1200—Genuine Alligator
Finest Domestic Alligator, leather lined, swagger pocket traveling bag. Sturdy inside frame—zipper pockets—7 compartments—gold plated catch—leather change purse and mirror. Size 12½" x 9".
Sugg. Retail $155.00

11BW1260
Same as above in larger size—13½" x 10" On special order only. **Sugg. Retail $171.00**

11BW4900
Same as 10BW above, in top quality Calf. Choice of Black or Brown.
Sugg. Retail $97.50

12BW6300—Genuine Alligator
Beautifully tailored in finest quality domestic Alligator. Leather lined—5 pockets and zipper compartment. Gold plated frame. Leather change purse and mirror. Size 9½" x 8".
Sugg. Retail $81.00

13BW3200—Same as above, in top quality Calf. Choice of black or brown.
Suggested Retail $43.20

58BW5950—Genuine Alligator
Finely tailored travel bag. Highly polished corners and lock. Leather lined. Zipper compartment. Many pockets one for passport. Attached leather coin purse, mirror and comb. Size 11½" x 9".
Suggested Retail $76.50

60BW3100—Same as above, in fine Black or Brown Calf.
Suggested Retail $10.50

58BW3850—Same as above in Lizard.
Suggested Retail $49.50

14BW4550—Genuine Alligator. Same as above. Size 9" x 7½".
Suggested Retail $38.50

15BW3250—Black or Brown Calf. Same as above. Size 9" x 7½".
Suggested Retail $22.40

140BW2930—Genuine Alligator
Fully leather lined underarm pocket, mirror comb and change purse. Fine quality covered frame with patented spring. Size 9" x 8". **Suggested Retail $24.50**
141BW4900—Same as above in fine brown Bengal Lizard
Suggested Retail $24.50

142BW2730—Genuine Alligator
A tailored medium size bag of fine domestic tanned Alligator. Fully leather lined with sturdy long wearing frame. Inner zipper pocket, comb, mirror and leather purse. Size 10" x 8½".
Suggested Retail $45.10

62BW3950—Genuine Alligator
Stunning patchwork. Highly polished corners and lock—rooms pockets—leather lined attached leather coin purse, mirror, parchment, comb and mirror. Size 9" x 8½" x 4".
Suggested Retail $49.50
63BW1985—Same in top quality Calf. Choice of black or navy
Suggested Retail $25.65

143BW3850—Genuine Alligator
Highly styled in finest quality genuine Alligator. Fully leather lined with mirror, comb and change purse. Gold plated flap lock—swinging handle. Size 9½" x 8" x 4½".
Suggested Retail $49.50

144BW1645—Genuine Alligator
Very popular box type in genuine Alligator. Fully leather lined with mirror, comb and change purse. Sturdy gold-tone frame. Size 9" x 5½" x 4½".
Suggested Retail $21.25
145BW1470—Same as above in fine genuine brown Bengal Lizard
Suggested Retail $18.95

146BW2310—Genuine Alligator
A roomy vanity box of fine domestic tanned Alligator. Lustrously decorated with highly polished gold tone frame. Fully leather lined with zipper change purse and mirror. Size 8" x 4½" x 3".
Suggested Retail $20.75
147BW1670—Same as above in fine Calf. Choice of black or brown
Suggested Retail $15.90

148BW2310—Genuine Alligator
A sagamond type bag in genuine Alligator. Beautifully accented with gleaming gold tone bar lock. Fully leather lined with zipper, leather change purse and mirror. Size 10" x 8".
Suggested Retail $20.75
149BW1650 Same as above in fine Calf. Choice of black or brown
Suggested Retail $19.50

150BW1645—Genuine Alligator
Vanity type pouch in genuine Alligator. Fully leather lined with mirror, comb and change purse. Size 7" x 5½".
Suggested Retail $21.25
151BW1470—Same as above in fine brown Bengal Lizard.
Suggested Retail $18.95

Dyed Kolinsky Scarfs

Fur Origin: Siberia

		Sugg. Retail
866F-7000	4 Skin Scarf as illustrated	$98.00
867F-1025	Small per skin	18.00
868F-1750	Large (illustrated) per skin	24.50

Full line wearing Kolinsky skins, blended in the rich tones of light or dark brown Excellent quality and value **Specify number of skins and color desired.**

Natural Mink Scarfs

Fur Origin: U. S. A.

		Sugg. Retail
869F-16000	4 Skin Scarf as illustrated	$110.00
870F- 2350	Fine Quality per skin	32.50
871F- 3000	Excellent Quality per skin	42.50
872F- 4000	Superb Quality (illustrated) per skin	62.50

The natural beauty and richness of Mink lends to make it the most popular of all scarfs Choice of the light brown Wild Mink or the medium or dark brown Ranch Mink **Specify number of skins and color desired**

Natural American Sables

Fur Origin: Canada

		Sugg. Retail
863F-38000	4 Skin Scarf as illustrated	$500.00
864F- 6450	Fine Quality per skin	85.00
865F- 9500	Excellent Quality (illustrated) per skin	125.00

Symbol of elegance—a patrician fur. Natural American Sables are known for their excellent wearing qualities and attractive looks. Their dark luster flatters all who wear them. **Specify number of skins desired.**

Dyed Japanese Mink Scarfs

Fur Origin: Japan

		Sugg. Retail
873F-3900	4 Skin Scarf as illustrated	$52.50
874F- 975	per skin	13.50

These fine soft Jap Minks make a lovely neckpiece Available in a medium brown color that makes them very desirable Four or five skins make a very attractive scarf. **Specify number of skins desired**

Traditional Quality

FURS

from Fifth Avenue

by Bennett Brothers, Inc.

485 Fifth Avenue
New York

30 East Adams Street
Chicago

Natural Gray Persian Lamb Coat

Fur Origin: Afghanistan

		Sugg. Retail
500F-45500	36" length	$395.00
501F-51500	40" length (illustrated)	675.00
502F-58500	45" length	775.00

An exceptional fur coat, fashioned in the latest 1953 style. This fur is noted for its excellent long wearing qualities. Available in the proper lengths from 36 to 45 inches for women of all heights. Full flared back, large luxurious turned back adjustable cuffs, and small collar that can be worn buttoned as illustrated or open. Sizes 12 to 20. Sizes 38 to 44—10% additional. **Specify size and length.**

Natural Sheared Raccoon Jacket

Fur Origin: U. S. A.

		Sugg. Retail
521F-22750	29" length (illustrated)	$299.00
522F-25350	32" length	339.00

A youthful and striking fur, excellent for dress or sportswear. These fine natural Sheared Raccoon jackets are beautifully marked. Styled in the latest 1953 fashion. Full flared back, small roll collar and full turned back cuff sleeves. Sizes 12 to 18. **Specify size and length.**

Traditional Quality

Natural Sheared Raccoon Coat

Fur Origin: U. S. A.

		Sugg. Retail
523F-29250	36" length	$383.00
524F-32800	40" length	425.00
525F-35750	45" length (illustrated)	469.00

Warmth on the coldest day plus beauty and elegance in this Sheared Raccoon, combined with its excellent wearing qualities. A lovely blue-cast brown color. A grand coat for all occasions, exquisitely styled. Small shawl collar, full flared back and adjustable cuffed sleeves. Sizes 12 to 20. **Specify size and length desired.**

Dyed Squirrel Cape

Fur Origin: Siberia

		Sugg. Retail
549F-27300	Superb Quality	$359.00
550F-22750	Excellent Quality	299.00

A cape made of high-quality deep-furred Siberian Squirrel. Featherweight and supple as silk. Ideal for spring, fall and cool summer evenings at seashore or mountains. Very flattering, with a small roll collar and full flared back. Available in light or dark brown color. Sizes 12 to 20. Length 28 to 29 inches. **Specify size** and **color.**

Traditional Quality

Dyed "Let-Out" Northern Muskrat Cape

Fur Origin: U. S. A.

		Sugg. Retail
551F-23330.	. . . . .	$339.00

Beautifully blended in light or dark brown color. Quality craftsmanship—gorgeous fur—exquisite styling. This cape of fine "let-out" Northern Muskrat for daytime or evening wear is luxurious beyond description. Sizes 12 to 20. Length 28 to 29 inches. **Specify color** and **size.**

Dyed Japanese Mink Cape Jacket with Stole Front

Fur Origin: Japan

Sugg. Retail

5567-46800 ..... $638.00

One of the outstanding style pieces for the coming season. Full flared back, small cuff for sleeve effect. Small pointed collar that can be worn standing or flat. Dyed medium brown shade. Worked in the full "let-out" manner. Back length 28 inches. Sizes 12 to 20. **Specify size.**

Dyed Black Persian Lamb Jacket

Fur Origin: So. West Africa or Afghanistan

Sugg. Retail

5577-38380. .... $300.00

A lightweight Persian Lamb Jacket that is styled in the latest fashion, yet modestly priced. Full flared back, luxurious full sleeves with large adjustable turned back cuffs and petit pointed collar that can be worn standing or flat as illustrated. Length 28 inches. Sizes 12 to 20. **Specify size.**

Natural Stone Martens

Fur Origin: Greece, Spain, France, Italy, Switzerland or Germany

Sugg. Retail

5587-33800 Natural Stone Marten
(4 skin scarf illustrated) $440.00
5397- 8250 Natural Stone Marten, ... per skin 82.50
5907- 8480 Natural Stone Marten (illust.).... per skin 110.00

Natural Baum Martens

Fur Origin: Same as above

5617- 4750 Natural Baum Marten. ..... per skin 69.90
5627- 7350 Natural Baum Marten ..... per skin 110.00

The Marten combines all the best qualities of fure. Beautiful deep furred skins; fins wearing Stone Martens are a light beige color with a white underground. Baum Martens are darker with a beige underground. Blended Baum Martens are also available at the above prices. (Stone Martens illustrated) **Specify number of skins desired.**

Traditional Quality

Dyed Japanese Mink Coat

Fur Origin: Japan — **Sugg. Retail $218.00**

Beautiful furred skins of luxurious Oriental Mink fashioned in the latest 1953 style and dyed to a rich medium brown color. Full generously cut sleeves with large turned back cuffs, full flared back and attractive swirl collar that can be worn standing or flat. Length 40 to 41 inches. Sizes 12 to 20. Sizes 38 to 44—10% additional. **Specify size.**

Dyed "Let-Out" China Mink Coat

Fur Origin: China

Not Illustrated		Sugg. Retail
527F-84900	36" length	$1100.00
528F-90000	40" length	1185.00
529F-103500	45" length	1360.00

Coat styled as above. Full "let-out". Made of fine quality China Mink. Choice of light or dark brown color. **Specify size, length and color.**

Traditional Quality

Dyed Northern Flank Muskrat Coat

Fur Origin: U. S. A.

Sugg. Retail

530F-25350 ..... **$339.00**

Made of high quality, soft, silky flanks of Northern Muskrats. This beautiful coat of light tan coloring is very appropriate for the young woman. Full flared back, sleeves have large turned back cuffs. Smart collar that can be worn flat as illustrated or standing. Length 36 to 41 inches. Sizes 12 to 18. **Specify size and length.**

Natural Mink Stole

Fur Origin: U. S. A.

		Sugg. Retail
536F-58500	Ranch Mink (illustrated).....	$ 775.00
537F-71500	Wild Mink.....	950.00
538F-77000	Silverblue Mink.....	1000.00

The ideal piece to complete Milady's wardrobe Worked in the magnificent "let-out" manner. Styled with a luxurious full back The Mink tails are detachable.

Traditional Quality

Natural Mink Cape Stole

Fur Origin: U. S. A.

		Sugg. Retail
539F-42250	Ranch Mink.....	$599.00
540F-51500	Wild Mink (illustrated).....	675 00
541F-55200	Silverblue Mink	725.00

Outstanding value in Mink. Deep cut cape stole of luxurious Natural Mink. Inexpensive—beautifully styled. Front pockets and rounded front. Worked in the "let-out" manner.

Natural Mink Cape

	Fur Origin: U. S. A.	Sugg. Retail
844F- 90000	Ranch Mink	$1195.00
845F-117000	Silverblue Mink (Illustrated)	1925.00
846F-110000	Wild Mink	1495.00

Words cannot adequately describe the beauty of these luxurious capes. Worked in the costly "lel-out" manner. Unsurpassed for all seasons. Small roll collar. Also available with a tuxedo front. Back length 28 to 29 inches. Sizes 12 to 20. Sizes 38 to 44—10% additional. **Specify size and length.**

Traditional Quality

Dyed China Mink Cape

	Fur Origin: China	Sugg. Retail
847F-42280	.....	$289.00

Exotic China Mink—rich and lustrous—fine wearing qualities. Mink of silken beauty, modestly priced. Light brown shade. Worked in the "lel-out" manner. Sizes 12 to 20. 28 to 29 inches long. **Specify size.**

Dyed Japanese Mink Cape

	Fur Origin: Japan (Not Illustrated)	Sugg. Retail
848F-43300	.....	$375.00

Styled as above but in high quality Dyed Japanese Mink.

We also have a full line of other Natural Mink Capes on hand at varying prices.

Natural Mink Paw Coat

Fur Origin: U. S. A.

		Sugg. Retail
531F-49600	Ranch Mink Paw	$639.00
532F-51500	Wild Mink Paw	675.00
533F-64500	Silverblue Mink Paw	845.00

A very attractive coat of fine wearing Mink Paws. Expertly matched and worked in a chevron manner. Large turned back cuff sleeves, full flared back and small pert collar. Length 40 to 45 inches. 45-inch length illustrated. Sizes 12 to 20. Sizes 38 to 44—10% additional. **Specify size** and **length.**

Traditional Quality

Natural Sheared Canadian Beaver

Fur Origin: Canada

		Sugg. Retail
534F-71900	7 Stripe Coat	$950.00
535F-84500	11 Stripe Coat	1100.00

Beaver is noted for its soft, silky, two-toned beauty and excellent wearing qualities. An all-occasion coat with a casual yet sophisticated cut. Illustration shows an 11 stripe coat. Full four-flared back, roll shawl collar and adjustable turned back cuffs. Length 41 to 45 inches. Sizes 12 to 20. **Specify size** and **length.**

Dyed Broadtail Processed Lamb

Fur Origin: Argentina

		Sugg. Retail
552F-18900	Excellent Quality	$249.00
553F-29250	Super Quality	389.00

Beautifully sheared and processed Lamb—smartly styled. Small rounded collar, full adjustable turned back cuff sleeves, and full flared back. Perfect for Spring and Fall. Choice of **dyed black** or **brown**. Sizes 12 to 20. Length 28 to 29 inches. **Specify color** and **size.**

Traditional Quality

Dyed Japanese Mink Jacket

Fur Origin: Japan

		Sugg. Retail
554F-48900		$639.00

A beautiful jacket of Japanese Mink in a dark brown color. Very satisfactory as an all-purpose coat. An ideal lightweight garment. Full flared back, large, full cuffs and beautiful pointed collar. Sizes 12 to 20. 32 inches long. **Specify size.**

Dyed "Let-Out" Northern Muskrat Jacket

Fur Origin: U. S. A.

		Sugg. Retail
555F-30500		$399.00

This "let-out" Muskrat jacket is fashioned from high-quality Northern Muskrat. Skillfully dyed, luxurious medium brown color. Full flared back, generous full cut adjustable turned back cuffs, and small rounded shawl collar. Sizes 12 to 20. Length 28 to 29 inches. **Specify size.**

Dyed Squirrel Clutch Cape
Fur Origin: Siberia

Sugg. Retail
542F-17500 ..... $229.00

A lovely styled small cape made of high quality Siberian Squirrel. Lightweight, it is the ideal fur to wear over suits and dresses. Wide tuxedo front and flared back. Available in light brown honey shade or dark brown. Sizes 12 to 18. **Specify size and color.**

Traditional Quality

Dyed Marmot Stole
Fur Origin: Manchuria

Sugg. Retail
543F-12500 . . . . . $169.50

Finest quality—modestly priced. Choice of rich dark brown or light brown honey color. Beautifully styled with a full back. Worked in the costly "let-out" manner. **Specify color.**

Muted Blue-Cast Brown

Natural Sheared-Raccoon
Flattering...lightweight...long wearing

Wonderfully hardy Raccoon . . . transformed as if by magic into one of the most beautiful of furs! Sheared so that its pile is soft as down, its color a muted, bluecast brown. Fashionable seven-eighths length . . . with deep, turn-back cuffs, flattering V-collar, smart, unpadded shoulders. Sizes 12 to 18.

79106 A39500 Retail **$525.00**

Elegant Deep-Tone Brown

Let-Out Dyed Muskrat
Fur origin: Northern United States

Prime winter-caught Muskrat pelts . . . Hollander-dyed to luxurious new deep brown tones. "Let-out" with one pelt rippling from neckline to hem for the look of elegance that can be achieved in no other way . . . the same process that is used in tailoring the world's finest furs! Full length, 44 in. Sizes 12 to 20.

79107 A46900 Retail **$625.00**

Warm, Lustrous..So Long Wearing

Deep-Tone Brown Dyed Muskrat Backs
Fur Origin: Northern United States

Tailored from the hardiest part of a hardy fur famed for beauty and warmth . . . dyed by Hollander to deep, rich brown tones. Snug up or down collar, flattering flared silhouette . . . new, unpadded shoulders that are slightly wider to slip comfortably even over suits. Full length, 45 inches long. Sizes 12 to 20.

79102 A25900 Retail.....$345.00

The seven-eighths coat in hardy, lovely Muskrat. Winter trapped when skins are heavily furred . . . the fine pelts picked only from hardy center backs and dyed by Hollander to rich, deep brown tones. Unpadded shoulders are softer, smarter. Turn-back cuffs adjust to any depth. Sizes 12 to 20.

79103 A25900 Retail.....$345.00

Regal Deep-Tone Brown

Dyed Marmot
Fur origin: Russia

Renowned for warmth and exceptional beauty, this luxurious coat will call forth compliments year after year! Fashioned of gleaming, densely furred pelts, Hollander-dyed to deep brown tones. Sleeves are smartly cuffed, shoulders wider but newly unpadded . . . back a rippling fan of flares. Full length (45"). Sizes 12 to 20.

79117 A19500 Retail.....**$259.00**

Beautiful Pastel Brown

Let-Out Dyed Muskrat
Fur origin: Russia

Wear it with pride . . . for this beautiful coat is "let-out" with one pelt rippling from shoulder to hemline in the manner of the world's most precious furs. Hollander-dyed to glorious pastel brown tones . . . lustrous, densely furred, long wearing.
Full length, 45 in. Sizes 12 to 20.

79118 A24500 Retail **$329.00**

Dyed Mouton-processed Lamb...Warm, Perennially Smart

Laskin . . . Cinnamon Brown
Nelson . . . Deep-Tone (Dark) Brown

Little money buys a luxurious fur coat when you choose Mouton-processed Lamb! Sheared, then dyed in rich brown tones . . . smart from notched collar to far-flaring seven-eighths length! Cuffs are adjustable, shoulders unpadded but wider to glide over suits. Sizes 12 to 20. Specify Cinnamon Brown or Dark Brown.

79115 A14900 Retail. . . . $199.00

Deep-Tone Brown
Silkier, Lighter weight, than ever before!

The price . . . small! The coat . . . wonderful, wearable, extra warm Mouton-processed Lamb! Sheared, then dyed to a rich deep-tone Brown. Cut along simple, young lines. Back ripples in flowing flares. Shoulders are wider, cuffs adjustable, collar smartly notched. Seven eighths length. Sizes 12 to 20.

79116 A11100 Retail $149.00

Beautiful, Warm..Hardy!

Natural Ranch Mink Paws In Soft Natural Brown Tones

That most enduring fur, Ranch Mink, in all its natural beauty! A wonderfully smart coat priced so moderately only because it's fashioned of Mink paws instead of the far costlier let-out backs. Full length (45 inches) and full-flared with roll collar, deep cuffs to adjust as you will, unpadded shoulders. Sizes 12 to 18.

79119 A52500 Retail.....**$695.00**

Silken, Featherlight..Stunning!

Natural Silverblu Ranch Mink Paws Lovely Natural Silvery-Blue Tones

Precious Silverblu Mink, soft-hued as moonlight . . . priced within reason for this elegant coat is made of paws instead of fabulously expensive backs! Shoulders are softer, more natural without padding. Deep cuffs are adjustable . . . back is gracefully flared. Seven-eighths length. Sizes 12 to 18.

79120 A59500 Retail.....**$795.00**

Precious, Practical...Sophisticate of Furs!

Black-Dyed Persian Lamb
Fur origin: Southwest Africa

Jet black, close-curled, supple and lustrous, you can tell at a glance that this coat is fashioned of prized Hollander or Hammer Brand pelts! Back sweeps elegantly to a very full flare. Cuffs adjust sleeves to any length you choose. Shoulders are wider, not padded. Seven-eighths length. Sizes 12 to 20.

79111 A39500 Retail **$525.00**

For a long future of memorable wearings . . . precious Persian Lamb! Fashioned of prized Hollander or Hammer Brand pelts . . . jet black, tightly curled, elegant! Magnificent full-flared back, smart rounded collar, deep turn-back cuffs. Wider shoulders, newly unpadded. Full length, 45 inches. Sizes 12 to 20.

79112 A46900 Retail. **$625.00**

Young, Smart..Dramatic!

Natural Ranch Mink Gills In Natural Brown and White Tones

Stunning Ranch Mink coat . . . made of gills rather than costly backs and flanks! Styled to dramatize its natural brown and white tones . . . with far-flaring back, adjustable cuffs, wider shoulders for easy fit over suits And . . . even the cozy windbreakers are Mink gills! Seven-eighths length. Sizes 12 to 18.

79121 A23900 Retail **$319.00**

Lustrous Deep-Tone Brown

Dyed Hair Seal Fur origin: Canada

Cherish this coat first for its beauty, then for its amazing light weight, its exceptional hardiness! Fashioned from Canadian pelts, glossy, densely furred, supple . . . and dyed to gleaming, rich brown tones. Seven-eighths length and flaring back are flattering to all figures. Adjustable cuffs. Sizes 12 to 18.

79122 A19500 Retail **$259.00**

Elegant, Warm . . . Superbly Soft, Supple!

Natural Sheared Beaver In Flattering Five- and Seven-Stripe Styles

Natural sheared Beaver . . . beloved from college campus to Park Avenue for the flattery of its smoky-brown, silver-shadowed brilliance, the fluid grace of its supple skins! Seven-eighths length with generous turnback cuffs, armholes cut deeper, shoulders cut wider to slip effortlessly over suits. Sizes 12 to 18.

79113 A45900 Five-Stripe Beaver **$599.00**

Magnificent . . . with seven shimmering, silvery-blue stripes highlighting its smoky-brown beauty! Unmatched for wear and warmth, prized for its suppleness and thistle-down texture, styled with sweeping grace. Far-flaring back, adjustable cuffs, deep-cut armholes, softer (unpadded) shoulders. Seven-eighths length. Sizes 12 to 18.

79114 A52900 Seven Stripe Beaver **$699.00**

Renowned for Beauty for Enduring Service

Deep-Tone Brown
Dyed Muskrat Backs

Fur origin: Northern United States

Hollander dyed to achieve its matchless brown beauty . . . tailored from the hardy backs of prime, winter-caught muskrat pelts, your assurance of top quality skins. A beautiful full-length coat (45 inches long) . . . with the new, slightly wider, unpadded shoulders for comfortable fit over both suits and dresses. Deep turn-back cuffs adjust to the sleeve-length just right for you. Sizes 12 to 20.

79101 A25900 Retail $345.00

Luxurious ...with Bands of Natural Ranch Mink on Cuffs!

Gleaming Black Dyed
Persian Lamb Pieces

Fur origin: Various Countries

Your coat . . . if you love the luxurious but have a budget to balance! Fashioned of pieces cut from many parts of the supple, tightly curled Persian Lamb pelts . . . then dramatized at cuffs with bands of precious Natural Ranch Mink. Stunning . . . from pert turn-back collar to the full sweep of the rippling, many flared back! And unsurpassed for warmth and wear. 42 inches long. Sizes 12 to 20.

79110 A20900 Retail. . . $279.00

Stunning Moonglow

Dyed Muskrat Flanks
Fur origin: Northern United States

One of the softest and suppliest of furs . . dyed in the new silver-blue tones that are so flattering to wear. Smartly seven-eighths in length . . . with shoulders left unpadded but cut slightly wider to slip over suits and dresses with ease . . . with cuffs to wear deep or narrow as you choose. Sizes 12 to 18.

79104 A25900 Retail..... $345.00

Rich, Deep-Tone Brown

Dyed Muskrat Backs
Fur origin: Southern United States

A little lighter in weight than Northern Muskrat, but every bit as sturdy, this generously cut coat of gleaming Southern Muskrat (backs only) hangs straight and slim. Full length (44 inches) with deep turn-back cuffs, smart, two-way collar and shoulders left softer, more flattering without padding. Sizes 12 to 20.

79105 A23300 Retail $309.00

Lustrous, Tightly Curled

Black Dyed Persian Lamb Pieces
Fur origin: Various Countries

Wonderfully flattering . . . from smart, upswept collar to the swinging grace of the full-flared back! Sleeves are wider, generously cuffed . . . flow from shoulders that are newer, softer without padding. Fashioned of pieces cut from many parts of the black-dyed, supple Persian Lamb pelts. 42″ long. Sizes 12 to 20.

79108 A17900 Retail.....**$239.00**

Smart, Luxuriously Warm

Black Dyed Persian Lamb Paws
Fur origin: Various Countries

Fashionably styled . . . destined to see you snugly through the coldest winters. Modestly priced because it's tailored from the paws (instead of far costlier backs) of inky-black Persian pelts. With the new unpadded shoulders for easy fit over suits, deep turnback cuffs that permit you to wear the sleeves any length you please. 43 inches long. Sizes 12 to 20.

79109 A15900 Retail **$215.00**

Adoration

Charming simplicity . . . carved border and crest enhance the lustrous shafts

First Love

Unusual richness of detail make it one of the pattern favorites of all time

Eternally Yours

Open work even in knives . . . a shining channeled shaft to catch the light

Remembrance

Traditional, ever popular . . . made new with the clean, uncluttered lines of today to harmonize with any table setting

Note: The Consumer's prices listed here are the prescribed minimum resale prices on 1847 Rogers Bros. and Wm. Rogers & Son Silverplate in all states which have enacted Fair Trade Acts. (There is no Federal Excise Tax on Silverplated Flatware).

Viande Knife

Dinner Knife

Both styles of knives are available in all three Wm. Rogers & Son patterns.

Primrose

. . . deeply carved floral spray enhances its graceful flowing lines

Exquisite

. . . as enchanting as the first breath of spring . . . a pattern to cherish always

April

. . . true elegance in every finely carved line of this lovely pattern

WM. ROGERS & SON

Silverplate

by International Silver Company

Bountiful banquet, formal dinner party, just family festivities . . . for every occasion . . . this gleaming tableware is a joy to use. Each shining piece, like the finest sterling, is superbly crafted in every detail. Knives have seamless hollow handles (one-piece handle is formed from a disk of nickel silver); blades are forged stainless steel.

In three lovely patterns--Primrose, April and Exquisite--choose your favorite . . . you will be happy with it for the rest of your life!

Finest Quality Knives

Forged Blades

Knives feature forged (hand hammered) stainless blades . . . not just stamped from sheet steel like others in this price range. Tapered from handle to tip.

Note: There is no Federal Excise Tax on silverplated flatware.

Open Stock pieces are listed below, complete sets on opposite page.

OPEN STOCK . . 3 Patterns . . Same Price

Primrose, April or Exquisite . . . . . Each

SPOONS

10665 A24	Teaspoon	$ .40
10666 A48	Dessert Spoon	.80
10667 A48	Round Bowl Soup	.80
10668 A48	Cream Soup Spoon . . .	.80
10669 A24	Coffee Spoon (small) . .	.40
10670 A48	Iced Drink Spoon	.80

FORKS

10671 A48	Dinner Fork, Regular	$ .80
10672 A48	Dinner Fork, Viande*	.80
10673 A48	Salad Fork	.80
10674 A48	Cocktail Fork	.80

KNIVES

10675 A48	Butter Spreader . . .	$ .80
10676 A129	Dinner Knife, Regular	2.15
10677 A129	Dinner Knife, Viande*	2.15

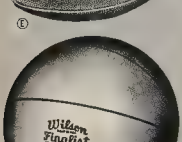
SERVING PIECES

10678 A48	Butter Knife	$ .80
10679 A48	Sugar Spoon	.80
10680 A60	Tablespoon	1.00
10681 A96	Cold Meat Fork	1.60
10682 A96	Gravy Ladle	1.60
10683 A96	Serving Spoon	1.60

Ⓔ

Ⓖ

Ⓚ



Ⓕ

Ⓗ

Ⓛ

"Tops" in Football, Basketball, Boxing Equipment

Ⓑ OFFICIAL VARSITY FOOTBALL

Tru-Bilt by Wilson. Official size and weight -- shaped and balanced for expert passing. Triple lined top quality full grain, pebbled cowhide . . . wears like iron! Lockstitch construction for super strength. Rawhide leather lacing and rubber valve bladder.

80615 B845 Retail Price $10.95

Ⓕ WILSON FINALIST BASKETBALL

Tru-Bilt in finest top grain leather -- no seams or soft spots. Built over rigid spherical last -- cover vulcanized to inner carcass. Perfectly balanced. Approved by National Federation of State High Schools Athletic Association.

80617 B1595 Retail Price $20.00

Ⓖ VOIT "BUDGET" FOOTBALL

The All-American buy for performance, looks, durability and economy! White rubber cover with black stripes, fabric lined for years of rugged service. Rawhide laces. A new departure in football building. With inflating needle. Official size and weight.

80625 B575 Retail Price $8.50

Ⓗ RUBBER COVERED BASKETBALL

Voit champion! Official size, shape and weight with waterproof, heavy-duty, scuff-resistant, pebble grained rubber cover. Balanced for hard, fast play.

80627 B650 Retail Price $8.95
80626 B875 Same basketball, complete with goal (see inset above) $12.50

Ⓚ JOHNNY LUJACK FOOTBALL

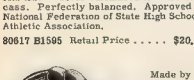
Wilson Official Johnny Lujack "Pass Master". Official size, weight. Made of good grade pebble grained Steerhide. Double lined for greater durability. Rawhide leather lacing. Rubber valve bladder. Built to stand rough play.

80616 B545 Retail Price $7.25

Ⓛ BASKETBALL GOALS -- PAIR

18" regulation size. Black enameled steel rings fasten to goals with eight heavy duty screws (included). You can attach the 36-thread net to patented "No-Tie" steel wire net holder almost as quickly and easily as running your hand around ring.

80624 B735 Retail Price. Pair . . $10.00

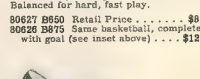


Ted Williams Pro-Model Fielder's Glove. Full sheep lining and welt. Tan cowhide. Jute padded. Stuffed heel. Wrist laced.

80618 B845 Regular, Adult size . . $11.00
80619 B845 Southpaw, Adult size . . 11.00

Youth's Ball Hawk "6". Tough glove cowhide. Sheeplined palm, thumb; laced wrist.

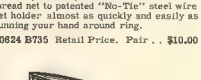
80620 B495 Regular. Jute padded. $6.50
80621 B495 Southpaw. Jute padded. 6.50



PRO-MODEL BASEBALL SHOES

Built for strong support -- just as comfortable to wear as house slippers! Black genuine Calf leather with rugged oak-leather soles and Richardson rust proof cleats for fast, hard play. Lined in leather with soft leather tongue. Protective hard toe and cushioned heel. Sizes 1 to 13 in D width. From Massachusetts.

80608 D665 Specify size $9.50



BASKETBALL SHOES BY CONVERSE

Designed for all the support needed to insure fast foot-work in a hard, speedy game. Lace to-toe trimmed style for men and boys. Black army duck uppers, drill lining, web style backstay. Double white foxing to edge of sole. Cushioned heel, instep. Order by 1/2 sizes.

80683 B395 Men's. Sizes 7 to 12 . $5.95
80684 B375 Boy's. Sizes 3 to 6 . . . 5.65

Power Mowers for Every Need

BARNES POWER MOWER

Specially designed for *Safety:* Solid blade and guard front—nothing to loosen and cause injury. *Manouverability,* 4 wheels for stability, 2 wheels for pivoting, terrace wheels eliminating scalping. *Light* Made of Aluminum Alloy, easy to handle. *Smoother* Neoprene shock absorbers. *Time Saver:* Pulverizes grass clippings or leaves, no need for raking. *Powerful:* Vacuum motor—4 cycle, air cooled engine.

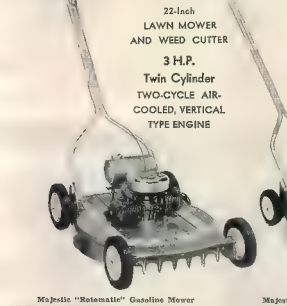
Bottom View
Showing spring steel blade that creates tremendous vacuum effect and does the cutting.

2314NW10280—Barnes Power Mower. The front guard protects the blade from stones, twigs, bones, etc., also removable for tall grass or weed cutting. The clutch of Alloy casting is fastened directly to the drive shaft and will give way when blade is under undue shock. The Neoprene ¼" washers on the top and bottom of the blade operate as shock absorbers. Steel tubing handle is adjustable. Engine 4 cycle, air cooled, 1 H.P.; Drive Direct, Full Ball Bearing Side and Tail Wheels; Automatic Governor Control for Engine Cutting Blade. Cut Height of Cut 1" to 4". Ship wt 75 lbs. **F.O.B. Missouri Factory.** **Mfr's. Sugg. Retail $147.50**

NEW
VACUUM
PRINCIPLE

22-Inch LAWN MOWER AND WEED CUTTER

3 H.P. Twin Cylinder TWO-CYCLE AIR-COOLED, VERTICAL TYPE ENGINE



Majestic "Rotomatic" Gasoline Mower

2253XR11516—The Rotomatic action gives outstanding cutting performance for all types of weeds and lawns. Perfect control with hand throttle and push button switch. Twin engine means smooth cutting operation under all conditions. Removable or replaceable Steel safety teeth protect the spring Steel Cutting blade. Cutting width 23". Range of cut 1½" to 3". Oilite bearing wheels—3 H.P. Twin Cylinder engine—Aluminum base casting makes mower light and maneuverable. Ship. wt 62 lbs. **F.O.B. Illinois Factory.** **Mfr's. Sugg. Retail $163.95**

18-Inch ROTOMATIC LAWN MOWER

1.5 H.P. AIR-COOLED, TWO-CYCLE VERTICAL TYPE ENGINE

Majestic "Rotomatic" Gasoline Mower

2253XW7008—Ideal for the average size lawn. Cuts full 18 swath. Solid blade made of heat treated Swedish Spring Steel. Slip clutch adapter absorbs shocks. Heavy gauge Steel base, replaceable guard teeth. Bronze bearing Steel wheels, puncture proof tires, on off switch, automatic governor, insulated spark plug, plastic handle grips. 1.5 H.P. engine. Cutting range 1½" to 2½". Ship. wt 66 lbs. **F.O.B. Illinois Factory.** **Mfr's. Sugg. Retail $59.45**
2231XW8184—Same as above with 16" cutting swath and 1.2 H.P. engine. **F.O.B. Illinois Factory.** **Mfr's. Sugg. Retail $82.45**

18-Inch Electric Model ⅓ H.P. DELCO Motor

- QUIET
- NO GASOLINE PROBLEMS

Majestic "Rotomatic" Electric Mower

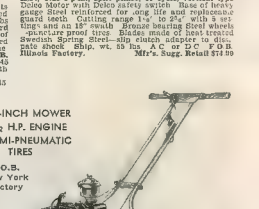
2253XW9288—For the Convenient, Easy, Clean and Quiet method for lawn cutting—Buy an electric power lawn mower. Equipped with 100' cord, ½ H.P., 1725 r.p.m., split phase, 60 cycle, vertical type Delco Motor with Delco safety switch. Base of heavy gauge Steel reinforced for long life and replaceable guard teeth. Cutting range 1½" to 2¾" with 5 settings and an 18" swath. Bronze bearing Steel wheels—puncture proof tires. Blades made of heat treated Swedish Spring Steel—slip clutch adapter to dissipate shock. Ship. wt. 55 lbs. A C or D C **F.O.B. Illinois Factory.** **Mfr's. Sugg. Retail $74.95**

F.O.B.
New York
Factory

The "SPIN-CUT"
19" PUSH TYPE ROTARY MOWER

★ 21-INCH MOWER
★ 1½ H.P. ENGINE
★ SEMI-PNEUMATIC TIRES

F.O.B.
New York
Factory



Stearns Rotary
Power Mower

2548XW11178—The "Spin-Cut" 19" Rotary Mower, recommended for small and medium sized lawns, cuts close to flower beds, around trees, fences, etc., eliminates hand trimming and raking. Blade cuts and re-cuts. Convenient cutting height adjustments with slip clutch action on cutting blade. Balanced design for easier service. Longer Life. Sturdy Steel Construction. Semi-pneumatic Rubber Tires mounted on steel wheels. Finger-tip Throttle Control. Grease Seal bearings. Three-point suspension for easy handling in close quarters. Powered by 2 H.P. 4 cycle engine. Shipping wt. 90 lbs. Shipped F.O.B. New York Factory.
Mfr's. Sugg. Retail $149.95

21" Power Lawn Mower

2253XW11803—Simple to operate with the maximum of satisfaction. Even the youngster can successfully run the mower. Accessible starter cord, finger tip control with clutch and speeds mounted on handle. Enclosed chain drive—easily adjustable. Large heavy duty tires. 5-blade cutting reel. 21" cutting swath. Briggs & Stratton, Canton or Lauson Engines—1½ H.P. Cutting height adjustable ½" to 1¾". Ship wt. 139 lbs. **F.O.B. New York Factory.** **Mfr's. Sugg. Retail $147.45**

18" Power Lawn Mower

2253XW9893—Same as above with 18" cutting swath. Choice of 1 H.P. Briggs & Stratton, 1 H.P. Clinton or 1½ H.P. Lauson Engine. Ship. wt. 120 lbs. **F.O.B. New York Factory.** **Mfr's. Sugg. Retail $139.95**

Benetone Series of Fine Italian Accordions

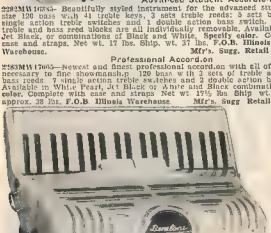
Made by leading manufacturers, all are selected from approved quality brands by the House of Bennett

Advanced Student Accordion

2282MW10758—Beautifully styled instrument for the advanced student. Small size 120 bass with 41 treble keys, 3 sets treble reeds; 3 sets bass reeds, 5 single action treble switches and 1 double action bass switch. Treble keys, treble and bass reed blocks are all individually removable. Available in White Pearl, Jet Black, or combinations of Black and White. **Specify color.** Complete with case and straps. Net wt. 17 lbs. Ship. wt. 37 lbs. **F.O.B. Illinois Warehouse.** **Mfr's. Sugg. Retail** **$306.25**

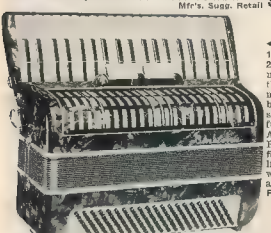
Professional Accordion

2283MW17805—Newest and finest professional accordion with all of the features necessary to fine showmanship. 120 bass with 3 sets of treble and 5 sets of bass reeds. 7 single action treble switches and 2 double action bass switches. Available in White Pearl, Jet Black or white and black combinations. **Specify color.** Complete with case and straps Net wt. 19½ lbs. Ship wt. approx. 39 lbs. **F.O.B. Illinois Warehouse.** **Mfr's. Sugg. Retail** **$331.25**



Lightweight 120 Bass Accordion

2285MW13285—Expertly made lightweight accordion with 41 treble keys, 2 sets treble reeds, 4 sets bass reeds, 2 single action treble switches as well as 1 bass switch. Treble keys and reed blocks individually removable. Available in White Pearl, Jet Black or Black and White combinations. **Specify color.** Complete with case and straps Net wt. 15 lbs. Ship. wt. 35 lbs. **F.O.B. Illinois Warehouse.** **Mfr's. Sugg. Retail** **$248.75**



120 Bass Automatic Accordion (Medium)

2283MW12535—A medium size accordion with a piano keyboard which is quick and responsive and yet has a responsive action. 41 treble keys, 120 basses, 2 sets of treble reeds, 5 sets of bass reeds, 1 (3 lever) fully automatic treble switch. Available in Black, Black Pearl or White Pearl. **Specify finish.** Complete in warp-proof silk plush lined Gladstone Case covered with glazed brown imitation alligator with straps included Net wt. 18 lbs. Ship wt. 35 lbs. **F.O.B, New York Warehouse.** **Mfr's. Sugg. Retail** **$250.00**

Full Size 120 Bass Automatic Accordion

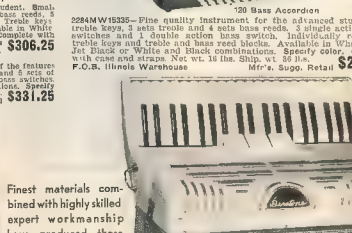
2290MW11135—Same as above except in full size Net wt. 20 lbs. Ship wt. 38 lbs. **F.O.B. New York Warehouse** **Mfr's. Sugg. Retail** **$265.00**

120 Bass Accordion

2284MW15335—Fine quality instrument for the advanced student. 41 treble keys, 3 sets treble and 4 sets bass reeds. 3 single action treble switches and 1 double action bass switch. Individually removable treble keys and treble and bass reed blocks. Available in White Pearl, Jet Black or White and Black combinations. **Specify color.** Complete with case and straps. Net wt. 16 lbs. Ship. wt. 36 lbs. **F.O.B. Illinois Warehouse** **Mfr's. Sugg. Retail** **$287.50**

Finest materials combined with highly skilled expert workmanship have produced these beautifully designed quality toned accordions. Fast action and easy to play.

Accordions Are Imported from Italy



Small 120 Bass Accordion

2280MW10408—A new accordion developed for youngsters or ladies who need a full 120 bass instrument without weight or bulk. Body length 14 3/4", treble keyboard length 18". 41 treble keys, 2 sets of treble keys, 2 sets treble and 4 sets bass reeds, 2 single action treble switches and 1 bass switch. Individually removable treble keys and reed blocks. Available in White Pearl, Jet Black or Black and White combinations. **Specify color.** Complete with case and straps Net wt. 14½ lbs. Ship wt. 33 lbs. **F.O.B. Illinois Warehouse.** **Mfr's. Sugg. Retail** **$243.75**

(LEFT)
120 Bass Automatic Accordion
2287MW11135 Superb workmanship and materials make this an outstanding instrument 41 treble keys, 120 basses, 2 sets treble reeds, 4 sets bass reeds, 1 (2 lever) fully automatic treble switch Available in Black, Black Pearl or White Pearl **Specify finish.** Complete in silk plush lined Gladstone Case covered with glazed brown imitation alligator, with straps included. **F.O.B. New York Warehouse**
Mfr's. Sugg. Retail **$210.00**

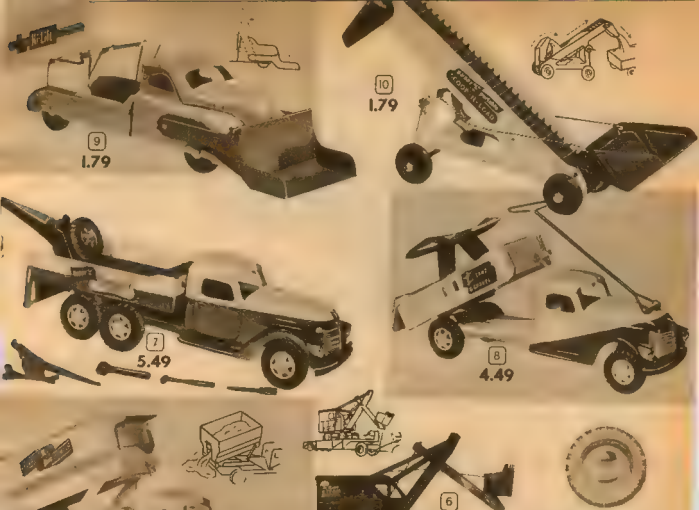
Piano Accordion

2290MW4008—Excellent tone, easy playing, airtight, good volume instrument perfectly finished throughout. Hand type reeds, sturdy body of many veneers, lined bellows, removable reed blocks and warp proof fingerboard of American Walnut. 25 treble keys 12 basses, 2 sets of reeds in the treble, 4 sets of reeds in the bass. Available in Black, Black Pearl, or White Pearl. **Specify finish.** Complete in Gladstone Case with straps included. Net wt. 12 lbs. Ship wt 28 lbs. **F.O.B. New York Warehouse** **Mfr's. Sugg. Retail** **$75.00**

Piano Accordion

2291MW8405—Same perfect qualities as in the above except 1 set of treble reeds 3 sets of bass reeds Net wt. 12 lbs. Ship wt. 28 lbs. **F.O.B. New York Warehouse** **Mfr's. Sugg. Retail** **$65.00**

Be Sure to Specify Color on Your Order



Buddy 'L'

Sturdy-built, heavy-gauge steel toys—on easy-roll rubber wheels
Hours of healthful playtime fun for your sand-pile engineers

5. HYDRAULIC HI-LIFT TRUCK WITH SHOVEL. Built of heavy-gauge steel to stand hard use—designed to furnish hours of fun! Cylinder under dump end simulates hydraulic action! Air compression in cylinder actually raises dump end up! Gate at end can be raised to allow load to flow out. Painted in Green and White combination. Large size loading shovel included. 8 rear and 2 front tires of sturdy rubber. Here's a toy with "for-real" appeal! Add it to your Christmas list!
35 Y 5452E—22x6¾x8-in. Ship. wt. 12 lb. **9.49**

6. HAULING RIG WITH STEAM SHOVEL—a great big, "have-fun" toy of all heavy-gauge steel construction! This 4-piece, multiple use highway construction and maintenance rig has authentic 4-wheel heavy platform trailer unit, flat steel loading ramp, hand cranked loading winch with Rat-Tat sound. Sea-and-hair can ride the steam shovel which is mounted on 4 rugged rubber tires and which actually digs, swings on swivel platform!
35 Y 5450E—38½x14½x7¼-in. Mail. Wt. 15 lb. . . . **9.98**
35 Y 5451E—Steam shovel 23¾x7¼x13½-in. Mail 7 lb. **4.49**

7. MOBILE REPAIR TRUCK WITH TOOL KIT! Truck has rachet operating boom with hook for hauling auto wrecks in for repair! Four rear and two front rubber tires. All wheels are interchangeable—can be removed from truck with wrench that is included. Metal tool box on truck contains: metal bumper jack, wrench, screwdriver, hammer. Spare tire for on-the-road blow-outs! Heavy-gauge steel with Red and White baked-on enamel.
35 Y 5453E—22x6x8-in. Shipping weight 8 pounds. **5.49**

8. PULL-N-RIDE SAND AND GRAVEL TRUCK! So big and strong that Junior can ride it by fastening on detachable seat! Metal pull-n-ride handle attached to hood for child to hold on or use to pull truck. Spring lift dump box has automatic end-gate with lever that locks for safe riding. Without seat can be used as dump truck. Heavy gauge steel with Yellow and Blue baked-on enamel finish. 4 sturdy heavy rubber tires. Mailable
35 Y 5454E—21x6x6½-in. Ship. wt. 9 lb. **4.49**

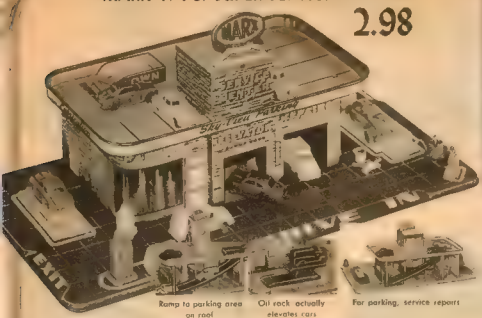
9. STEEL SCOOP 'N DUMP TRUCK—scoop on front digs up load and transfers to dump box of truck. Side lever raises dump unit higher than usual dump truck—load slides through hinged tail-gate. Rubber tires.
352 Y 5456—15½x4¼x4-in. Ship. wt. 3 lb. 8 oz. **1.79**

10. SCOOP 'N LOAD CONVEYOR—Lever operated rear loading scoop digs and when tipped pours load onto rubber conveyor belt—to dump into truck or sandpile. 4 rubber tires Heavy steel. Ivory, Green baked-on enamel.
352 Y 5455—16¼x4½x8-in. Ship. wt. 2 lb. 10 oz. **1.79**

See page 13 for Aldens age-planned toys. Check Aldens Easy Payment Plan on page 309

MARX 17-PC. SUPER-SERVICE STATION

2.98



Ramp to parking area on roof

Oil rack actually elevates cars

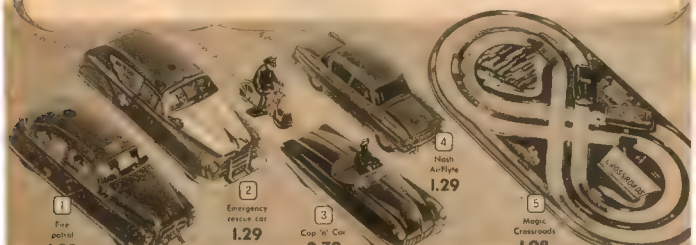
For parking, service repairs

Realistic "Super Service Station"—complete with elevator, plastic cars and all sorts of accessories for make-believe jobs for little mechanics. Cars can even be moved up metal ramp to parking lot on roof and down again on hand-operated elevator! Cars can be elevated on grease rack for inspection! This well designed toy Service Station will assure hours of interesting fun—help your youngster develop his imagination and manual dexterity. All edges of sturdy steel station are turned for safety. No rough edges. Lithographed with true-to-life detailing. 17-pc. set includes: plastic jack; grease; wash rack, pail; water can; display counter; grease; air pumps; oil can racks; sponge; 2 cars, washstand toilet. House. 17½x10½x11-in. Steel base: 26¼x14¾-in. 35 Y 5430E—Mail Ship. wt. 8 lb..... **2.98**

Friction Motors

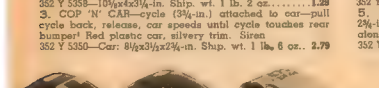
Accessories for station 87c

Everything needed to make the station at the left a complete true-to-life replica! Attendants, cars and trucks for the young station manager to work with! 10-pc. set includes: 5 flexible, plastic model attendants and mechanics in various working positions. Standing attendant measures 2¼-in. high, others are in proportion. 5 plastic cars and trucks in bright assorted colors. Each is 3½-in. long. Wonderful stocking tuck-ins!
352 Y 5411 .... **10-pc. set 87c**
Shipping weight 7 ounces

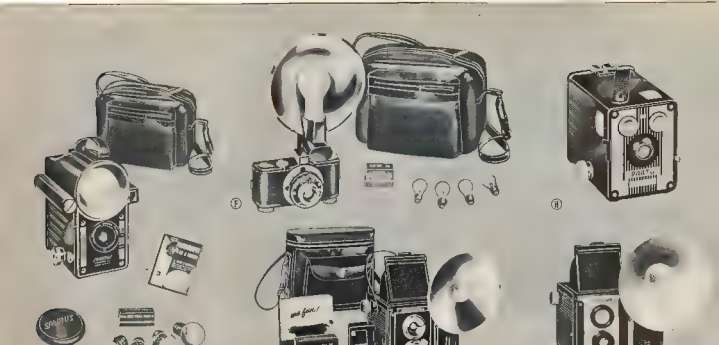


1-2. FRICTION CARS—lithographed Red, Black steel. Friction motor, siren. Enclosed bottom Rubber wheels
1. FIRE PATROL CAR—with the Fire Chief himself!
352 Y 5357—10⅝x4¾x3¼-in. Ship. wt. 1 lb. 2 oz..... **1.29**
2. EMERGENCY RESCUE CAR—to rush help to accidents!
352 Y 5358—10⅝x4¾x3¼-in. Ship. wt. 1 lb. 2 oz..... **1.29**
3. COP 'N' CAR—cycle (3¾-in.) attached to car—pull cycle back, release, car speeds until cycle touches rear bumper! Red plastic car, silvery trim. Siren
352 Y 5350—Car: 8½x3½x2¾-in. Ship. wt. 1 lb. 6 oz.. **2.79**

4. NASH AIR-FLYTE SEDAN—tru-miniature in genuine 1953 Nash colors! Made to 1/25-in. scale from factory approved blueprints! Plastic car even has simulated Solex "Safety" glass. Hi-speed spun torque motor, whitewall wheels, rubber tires. Metal grill, wrap-around bumpers
352 Y 5352—8½x3½x2½-in high Ship. wt. 11 oz.... **1.29**
5. MAGIC CROSSROADS—lithographed steel road, 2 2⅜-in. wind-up cars alternately stop and go! Cars whiz along and as if by magic, stop without colliding!
352 Y 5328—Road: 18½x9¾-in. Ship. wt. 1 lb. 14 oz...**1.98**



6-8. FRICTION MOTOR CARS—lithographed steel. Closed bottom Siren. Rubber wheels
6. AMBULANCE—U. S. Army, Red Cross
352 Y 5353—7x2¾x2-in. Ship. wt. 11 oz. **70c**
7. FIRE CHIEF CAR—Fire Engine Red
352 Y 5354—7x3¾x2-in. Ship wt. 11 oz... **79c**
8. POLICE CAR—Red and Black
352 Y 5355—7x2¾x2-in. Wt. 11 oz. **79c**
352 Y 5356—Cars abv. Wt. 1 lb. 13 oz. **3/2.00**



(E) SPARTUS PRESS FLASH CAMERA OUTFIT

Complete outfit . . . nothing else to buy! Only camera with built-in flash reflector snaps pictures with or without flash! Eye-level view-finder. Shutter speed 1/60 second, f/11 lens, fixed focus. Takes eight 2¼x2¼ pictures on 120 roll film, black and white. 6 color. Tan vinyl bag, zippered, roll of 120 film, 4 flash bulbs, photo book.

22210 A1330	Complete Spartus Press Flash Camera Outfit	$19.80
22217 A985	Spartus Press Flash Camera only	14.75
22218 A267	Carrying Case for Camera	4.00

(F) SPARTUS "35F" CAMERA OUTFIT

An outfit to delight the miniature camera fan! Spartus 35mm Camera and all the essentials. Takes up to 36 color or black-and-white pictures, 1 x 1¼ inches, on 35mm film . . . that enlarge for less! F/7 achromatic lens, operates f/16, f/11, f/7; focusing mount. Shutter 1/60 second and time. Built-in flash synchronization . Built in cloud filter improves your outdoor shots. Eye-level finder. Tripod socket. Automatic exposure counter. Camera, 4 flash bulbs, flash gun, roll of film, book, zippered bag.

22235 A1540	Complete Spartus "35F" Camera Outfit	$22.95

(G) SPARTAFLEX REFLEX CAMERA OUTFIT

Twin-lens reflex camera synchronized for flash! Turn upper lens mount until image is clear in finder, the subject as then in correct focus! Lens openings f/7.7, f/11, f/16, f/22. Focusing range, 5 feet to infinity. Reflex viewfinder shows picture as actual negative size. Folding sports finder for fast action shots. Shutter, 1/60 second, time. Takes twelve 2¼x2¼" pictures on 120 roll film. black and white, 10 on color

Complete outfit includes: camera, flash attachment, four bulbs, instruction book roll of 120 film and zippered vinyl gadget bag

22225 A2065	Complete Spartaflex Outfit as illustrated	$39.95
22228 A1675	Spartaflex Camera with flash attachment	$25.00
22229 A235	Everready Case for Spartaflex Camera	5.00

(H) SPARTUS 120 BOX CAMERA

A favorite in the budget priced field! Smooth motion, single action shutter release for steady picture-taking. Two large, brilliant-type "Bullseye" viewfinders. Instantaneous and time exposure settings. Low in purchase price, low operating costs and so completely gadget-free that even a child can take fine snapshots. Uses 120 film and takes eight 2¼x3¼ inch pictures in black and white, 6 in color

22223 A398	Spartus 120 Box Camera	$5.89

(K) SPARTUS FULL-VIEW F/11 REFLEX

A big dollar-for-dollar value for picture taking in America today! Just frame the picture you want in the brilliant ground glass viewfinder, then click the shutter . the camera simplifies picture-taking and posing. Optically ground, polished Scimar lens is mounted in a fixed focus holder . all objects beyond eight feet are in sharp focus — you have no focusing to do. Reflex viewfinder shows the image exactly as it will appear on the film . . no guessing. Shutter is synchronized for use with Flash attachment listed below. Hinged back for easy loading. Sturdy black plastic body, metal lens plate, shoulder strap. Takes twelve 2¼ x 2¼ inch pictures on 120 film in black and white, 10 in color

22221 A655	Spartus Full-Vue Reflex Camera	$9.85
22222 A235	Carrying Case for Spartus Full-Vue Camera	3.95
22209 A235	Flash Attachment for Full-Vue Camera	3.50

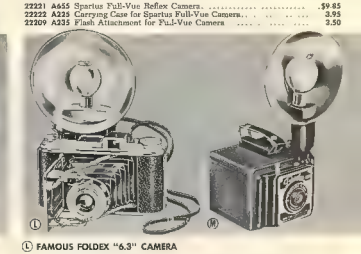
FOLDEX "20" DELUXE FOLDING CAMERA OUTFIT

Everything you need to start "shooting" . . all in one complete inexpensive outfit, compactly arranged in a carrying gadget bag. All-metal Foldex Camera has flash-synchronized shutter for indoor and night pictures, is specially designed to offer maximum simplicity of operation. No shutter speeds or lens apertures to think about, you just decide on your picture and snap it! Easily attached flash unit makes it possible to take clear, bright pictures any place or any time, rain or shine!

Camera has optically ground and polished eye-level viewfinder. 85mm Ostvar f/11 lens located behind the shutter, with protective optical glass in front. Shutter release bar for steady exposure. Sturdy all-metal body with chrome trim, durable simulated leather covering. Accessory clip for flash unit

Takes eight album size pictures, 2¼ x 3¼ inches, using 120 or 620 size roll film, black and white or color. Complete outfit includes: Foldex "20" Folding Camera, flash attachment, 4 flash bulbs, 2 batteries, one roll of 120 size film, and book "Getting Started in Photography," gadget bag

22242 A1925	Complete Foldex "20" Folding Camera Outfit	$27.50
22211 A1295	Foldex "20" Camera only	18.75



(L) FAMOUS FOLDEX "6.3" CAMERA

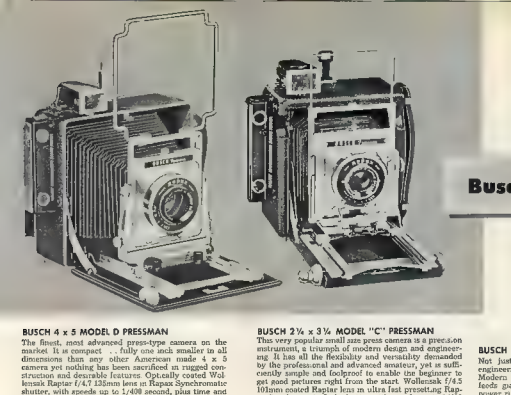
Modern, streamlined folding camera with famous Steinheil f6.3 coated anastigmatic lens and Vario shutter with speeds from 1/25 to 1/200 second, plus time and bulb. For fine pictures on black and white or color film. Synchronized flash unit easily attaches to camera. Sturdy all metal body with polished chrome trim, grained leather covering and attached shoulder strap. Takes eight pictures, 2¼ x 3¼ in

22226 A2450	Foldex 6.3 Camera Only	$24.75
22212 A265	Foldex Flash Unit	3.95
22213 A265	Everready Carrying Case for Foldex Camera	3.95

(M) TRAVELER 120 SYNCHRO-FLASH

Good low-priced flash camera for the beginner. Takes sharp, clear pictures, with and without use of flash unit. Line up the image through the viewfinder and press the shutter release. Built-in synchronization for flash. Flash unit (listed below) easily attached. Finely ground lens. Curved film track gives sharp definition. 1/50 second speed shutter and bulb. All metal construction. Takes 8 pictures, 2¼ x 3¼ in

22214 A449	Traveler 120 Synchro-Flash Camera	$6.95
22215 A195	Flash Unit for Traveler Camera	2.95



BUSCH 4 x 5 MODEL D PRESSMAN

The finest, most advanced press-type camera on the market. It is compact . . . fully one inch smaller in all dimensions than any other American made 4 x 5 camera yet nothing has been sacrificed in rugged construction and desirable features. Optically coated Wollensak Raptar f/4.7 135mm lens in Rapax Synchromatic shutter, with speeds up to 1/400 second, plus time and bulb settings. Diaphragm settings f/4.7 to f/32. Built-in synchronization for use with the Flash Units listed on this page.

Kalart Synchronized Prism Rangefinder provides you with sharp, critical focusing automatically and instantly. Tilting lens board controls distortion. Drop bed for shooting from high angles or with wide angle lenses. Collapsible wire frame sports finder with parallax correction on rear sight. Slide rule focusing scale with focusing magnifier for easier, speedier, more accurate readings. Two focusing knobs permit right or left hand operation. Infinity stops on either side of the focusing slops are synchronized to the lens, can be flipped back when you want to bypass them. Ground glass screen

360 degree revolving back for both horizontal and vertical compositions, that automatically snaps into 90, 180, 270 and 360 degree positions. Extra long bellows extension for photographing small objects at close range. Leather hand strap, adjustable at each end. Cut film holder included

22254 A16675 Busch Mode. D Pressman with Kalart Rangefinder and Film Holder $236 56

22264 A1250 Deluxe Compartment Case Holds Camera, Flash Gun, Flash, Extra Film Holders, Exposure Meter Filters and other Accessories 18 50

BUSCH 2¼ x 3¼ MODEL "C" PRESSMAN

This very popular small size press camera is a precision instrument, a triumph of modern design and engineering. It has all the flexibility and versatility demanded by the professional and advanced amateur, yet is sufficiently simple and foolproof to enable the beginner to get good pictures right from the start. Wollensak f/4.5 101mm coated Raptar lens in ultra fast pressting Raptax Synchromatic flash shutter with speeds up to 1/400 second, synchronized for use with Flash Units shown on this page. Accurate "open type" non-optical frame sports finder and hinged rear peep sight for sports and fast action photography. Ground glass focusing screen for focusing with the camera hand-held or tripod supported.

Kalart Rangefinder establishes sharp focus in maximum time. Focusing knobs on either side of the drop bed for focusing with either hand. Easily read, accurately calibrated Vernier focusing scale. Extra long bellows extension makes photographing small objects at close range a simple matter. Rising front corrects extreme perspectives in photographing tall buildings, straight down views, etc. Lens standard rotates 1¾° has lateral movement of 1¾". Drop bed for wide angle lenses locks firmly in position. With precision-made cut film holder that provides easier, quicker darkroom loading and unloading.

22256 A15650 Busch Model "C" Pressman with Kalart Rangefinder and Film Holder For Camera . . . $210.77

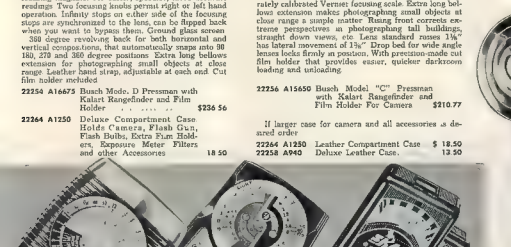
If larger case for camera and all accessories as desired order

22264 A1250 Leather Compartment Case $ 18.50
22258 A940 Deluxe Leather Case. 13 50

BUSCH B-C FLASH SYNCHRONIZER

Not just another flashing method! This marvel of engineering has revolutionized flash photography. Modern electronics do the trick. Miniature battery feeds giant charge to capacitor . . . places amazing power right at your fingertips, fires many bulbs at the same time or fires one bulb after another with perfect synchronization. Dependable battery packs 15 times the voltage of conventional type synchronizers, will give up to one year of service and thousands of shots. The Busch B-C enables you to take pictures anywhere any time—indoors or out. Connecting cord to fit all synchro shutters. Has 7-inch reflector

22257 A2145 Busch B-C Synchronizer. $27 70



Ⓔ DeJUR DUAL-PROFESSIONAL "LIFETIME" EXPOSURE METER

Pronounced perfect by amateurs and professionals! Automatically changes from reflected to incident light readings without calculations. Calibrated for A.S.A. film indexes from 0.8 to 800 for direct readings 1/800 second to 2 minutes, apertures from f/1 to f/45. Full size Luxtron photo-electric cell. Die-cast aluminum protects precision mechanism. Fits your hand. Extremely accurate for movies, stills, color, black and white photography

22262 A1835 Dual-Professional "Lifetime" Exposure Meter . . . $23 95
22269 A173 Case for Dual-Professional Exposure Meter 2.25

Ⓕ DeJUR MODEL 5B with EVEREADY CASE

Simple to operate! Only one number to read, one dial to set. No tricky calculations. Budget priced, yet matches the finest. Sturdy, lightweight for one-hand operation. Reflected light measurements adapted to black and white, color, movies or stills. Tilted photoelectric cell to compensate for overhead light. Large, open face. Satin chrome dials with large legible figures. f/1.4 to f/45 on 1½" stops. ASA film indexes from 0.8 to 800. Time from 1/800 to 30 seconds

22263 A1065 DeJur "5B" Exposure Meter with Eveready Case . . . $13 95

SKAN STANDARD METER

Built for all 'round use . . . ideal for stills or movies in black and white or color. Has same high quality photo-electric cell (tipped down in case to minimize "sky readings" automatically) and Alnico magnet, jewels, pivots as used in higher priced meters. Reads all normal light from 1.4 to 2000 candles with f/stops from f/1.4 to f/32, shutter speeds from speeds from 30 to 1/1000 sec. ASA exposure indexes 4 to 800 plus special movie markings. Complete with case, instructions.

22205 A1190
Skan Meter . . . $14 95

KALART FLASH UNITS—FIT MOST CAMERAS

NAME YOUR EQUIPMENT . . . WE WILL SEND YOU A FITTING FLASH UNIT!

Ⓖ **KALART MASTER AUTOMATIC FLASH UNIT** for non-synchronized shutters. Heavy-duty 3-cell battery case satin finish. Outlets for multi-flash and Focus Spot Socket accepts medium base bulbs—can be adapted to midget base. Has switch for open flash, 6" reflector, attaching cable and mounting bracket. Fully automatic synchronizer. **Give exact camera name and shutter model when ordering.** From Illustra

22288 D1973 For Non-Synchronized Shutters $24.60

Ⓗ **KALART MASTER FLASH UNIT**—for shutters WITH BUILT-IN synchronization. Flash unit, same as above, except for synchronizer, instead of which connecting cord is supplied for shutters having built-in synchronization. **Give exact camera name and shutter model when ordering.** From Ill

22289 D1145 Flash for synchronized shutters $14.30

Busch Verascope

Puts third dimension into your pictures!

VERASCOPE STEREO CAMERA

- Takes both Stereo pictures and Single Frame
- Automatic Fingertip Conversion from Stereo pictures to Single Frame 35mm
- Uses Standard 35mm film at any time, color and black and white
- Natural horizontal format gives 30% larger pictures

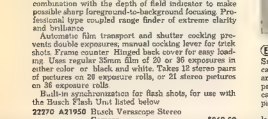
Created by Jules Richard of Paris, the world's stereo camera pioneer, working with Busch engineers the only camera of its kind in the world—actually two cameras in one! Shoots the biggest, clearest stereo you've ever seen lifelike pictures with true depth and perspective . also takes superb 35mm monocular pictures. Nothing complicated about its operation.

Famous Berthiot lens is optically coated and fully color corrected. Aperture dial regulates diaphragm openings, gives range of F stops from f/3.5 to f/16. Shutter speeds up to 1/250 second plus time and bulb. Cable release for slow speeds. Focusing Dial works in combination with the depth of field indicator to make possible sharp foreground-to-background focusing. Professional type coupled range finder of extreme clarity and brilliance.

Automatic film transport and shutter cocking prevent double exposures; manual cocking lever for trick shots. Frame counter. Hinged back cover for easy loading. Uses regular 35mm film of 20 or 36 exposures in either color or black and white. Takes 12 stereo pairs of pictures on 20 exposure rolls, or 21 stereo pictures on 36 exposure rolls.

Built-in synchronization for flash shots, for use with the Busch Flash Unit listed below

22270	A21950	Busch Verascope Stereo Camera $169.50
22271	A1198	Verascope Stereo Camera Case 13.75
22272	A1910	Busch Flash Unit 25.00



BUSCH STEREO VIEWER

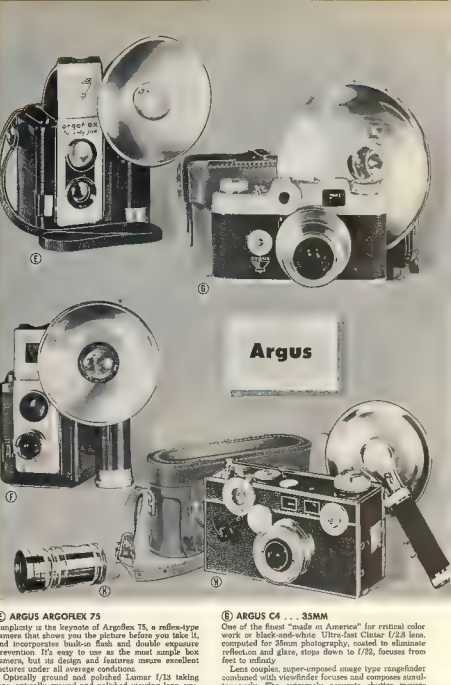
The only viewer especially made to accommodate the 20% larger picture which the Verascope Camera gives you and show them in their full size! Superior optics and greater simplicity of operation make this the ideal viewer for all stereo pictures. Index marks for pre-set focusing . non-skid grip for easy handling.

22260	A1075	Busch Stereo Viewer $13.50
22261	A115	One set of 100 stereo slide mounts 1.50

STEREO SLIDE FILE

Portable, two-tiered stereo slide file (not shown) for safe, handy storage. All steel, grey enamel finish with index card, numbered strips, handle, snap catches. Compartment for stereo viewer; holds 115 slides, 230 ready mounts

48162 B450 Stereo Slide File $6.50



E ARGUS ARGOFEX 75

Sanglamity is the keynote of Argoflex 75, a reflex-type camera that shows you the picture before you take it, and incorporates built-in flash and double exposure prevention. It's easy to use as the most simple box camera, but its design and features insure excellent pictures under all average conditions.

Optically ground and polished Lumar f/12 taking lens, optically ground and polished viewing lens, universal focus 3½ feet to infinity. Large, brilliant, reflex-type viewfinder with protective folding metal hood. Accurate shutter with instantaneous and time settings, body shutter release, built-in flash synchronization. Film wind coupled with shutter action prevents double exposures. Has provision for tripod. Takes 12 pictures, 2¼ x 2¼ inches, on 620 size roll film. Attractive moulded case, 4⅜ x 3¼ x 3¼ inches, has metal hinged back for extra strength. With Saran carrying strap.

22401	A1365	Argus Argoflex 75 Camera. . . $15.95
22402	A345	Flash Unit for Argus Argoflex 4.25
22410	A350	Eveready Case for Argus Argoflex 5.25

F ARGUS ARGORLEX 40

Easy to use large brilliant reflex-type finder shows subject just as it will appear in the finished picture. Red markings show the correct lens, shutter and focus setting for average pictures, avoid complications. Plug-in flash for convenient picture taking indoors; synchronization is built-in. Film winder coupled with shutter action prevents double exposure, but provision is made so you can take double exposures for trick effects if you wish. Hard coated, color corrected f/4.5 taking lens with fingertip focusing, 3½ feet to infinity. Accurate shutter speeds 1/25 to 1/250 second, plus bulb setting. Takes 12 black and white pictures or 8 pictures in color, 2¼ x 2¼ inches, on standard 620 roll film. Attractive moulded case with metal hinged back for extra strength; measures 4⅜ x 3¼ x 3¼ inches.

22418	A2195	Argus Argoflex 40 Camera $39.95
22402	A325	Flash Unit for Argus Argoflex . . 4.25
22440	A395	Eveready Case for Camera..... 5.95

B ARGUS C4 . . . 35MM

One of the finest "made in America" for critical color work or black-and-white. Ultra-fast Cintar f/2.8 lens, computed for 35mm photography, coated to eliminate reflection and glare, stops down to f/22, focuses from feet to infinity.

Lens coupled, super-imposed image type rangefinder combined with viewfinder focuses and composes simultaneously. The extremely accurate shutter insures consistent exposure with choice of five measured speeds: 1/10, 1/25, 1/50, 1/100, 1/200 second, plus bulb.

Double exposure prevention. Exposure counter. Sockets for tripod and cable release. Takes up to 36 exposures, 1 x 1½", on 35mm film. Metal body, chrome trim, leather cover. ARGUS FLASH UNIT (listed below) For all type flash lamps and all shutter speeds. Slides into clip on top of camera.

22409	A8800	Argus C4 Camera. Leather Eveready case $107.00
22404	A796	Flash Unit for Argus C4 . . . 10.00

H ARGUS C3 FLASH CAMERA . . . 35MM

Built-in, factory adjusted synchronized flash for pictures anywhere, anytime; coupled sextant-type range-finder eliminates out of focus shots; hard-coated color-corrected Cintar f/3.5 lens for color or black and white indoor or out in all weather. High speed shutter (1/200 second). Complete range of shutter speeds 1/10 to 1/300 with bulb setting. Optical eye-level view finder takes up to 36 pictures, (size 1 x 1½ in.)

22403 A5385 Argus C3 with Flash and Case $69.50

K TELE Sandmar LENS

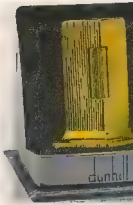
NOW, you can take close-ups and portraits! It's easy . . . just screw the 100mm TELE Sandmar lens (4") into front plate of your Argus C3—it automatically coupls to the rangefinder and cuts distance in half! Precision machined mount; 4 hard-coated elements, six slick stops from f/4.5 to f/22 complete with lens cap, built-in Ser. V sunshine-filter holder; view-finder mask

22439 A5385 100mm 4" f/4.5 Coated Tele Lens $69.50

Table Lighters

A popular selection of smoking sets and table lighters. Finest workmanship. Illustrations greatly reduced.

Lighters that are trouble-free and fully guaranteed—individually boxed.



4164GW750—Dunhill "Rollalite" Table Lighter
A lighter by Dunhill for the finest tables. Classic beauty with the famous "Rollalite" action. Heavy gold plate, easy flint refill—large fuel capacity. Attractively boxed. TAXABLE
Estab. Retail $12.50

4165GW750—Same as above in heavy silver plate. TAXABLE
Estab. Retail $12.50

5212GW890—Smoker 6 Set
Cigarette holder and two fine trays in Sterling Silver, French Gadroon border. Ideal for coffee or cocktail table. Individually boxed. TAXABLE
Sugg. Retail $18.50

4151GW1200—"Flint-and-Tinder Pistol" Table Lighter
An exact replica of an 18th Century English Flint-lock-and-Tinder Pistol. Made by Dunhill. Polished wood handle, metal parts are antique bronze finish. Pull the trigger and it lights.
Estab. Retail $20.00

These lighters enjoy top ranking among hundreds of other nationally advertised products. Guaranteed quality. Engraving styles and prices on Page 624. Personalize your gift with name or initials.

5400GW5505—Silverlite Smoker Set
Sterling Silver Evans lighter unit with lifetime wick, nickel plated for longer wear. French gadroon and bead borders. Tray size 6½" x 9". TAXABLE
Sugg. Retail $38.50

4150GW360—Table Lighter
The HARONETTE in gleaming chrome plate, mounted on a smartly styled ebony black plastic cigarette box. A mere touch of the visor cap and the helmet snaps open—lights instantly. Size 4 inches square, 5 inches high.
Established Retail $6.95

NOTICE—All prices quoted herein are either the Manufacturer's or Evans's Suggested Retail prices. They are not the prices at which Lighter Brothers sell. See Trade Information page.

4136GW1200—"The Kent" Evans Table Lighter
Sterling Silver Table Lighter with gadroon border. Fully automatic Evans Lighter Unit with lifetime wick. Tilts table.
Suggested Retail $18.00

4120GW990—Table Lighter
MUSICAL EARL in gleaming chrome plate. Imported Swiss musical movement. Plays when lifted, stops when set down. Touch the visor cap—lights instantly. Size 8 inches high.
Estab. Retail $14.95

4100GW120—Table Lighter
MUSICAL MARINE in gleaming chrome plate. Imported Swiss musical movement. Plays when lifted, stops when set down. Spin the wheel—lights instantly. Size 7 inches high.
Established Retail $11.95

4161GW720—Table Lighter
MUSICAL AIRPLANE in gleaming chrome plate. Imported Swiss musical movement. Plays when lifted, stops when set down. Spin the propeller—lights instantly. Size 3 inches high by 6 inches long.
Established Retail $11.95

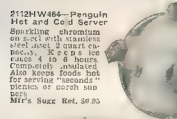
4162GW360—Table Lighter
Deluxe MARINE in gleaming chrome plate. Trim and nautical. Just spin the wheel and it lights. Size 5 inches high.
Estab. Retail $5.95

4127GW495—Table Lighter
THE EARL KNIGHT in ARMOR in gleaming chrome plate. Black plastic base. A mere touch of the visor cap and the helmet snaps open—lights instantly. Size 7 inches high.
Estab. Retail $7.50

4385HW2200—Chantilly Cocktail Set
Lovely Chantilly pattern set with six cocktail glasses and three piece shaker. Round chrome tray with beautifully etched center and Wheat pattern border. Diameter of tray 14½".
Suggested Retail $32.95

202HW117—Jiffy Cube Ice Tray
New improved Jiffy Cubes made from Polyethylene plastic, fully flexible and unbreakable. Effective—ice cubes pop out at slight finger pressure—no water loss or struggling. Economical—no ice is wasted, use as many cubes as you need, one cube or a tray full. Sanitary—hands need never touch ice or cubes as they drop into glass from individual cube. Tray is bright blue anodized aluminum. Minimum order 6 pieces. Sugg. Retail $1.05

4386HW1800—Chrome Cocktail Set
Chrome cocktail set consisting of Chrome shaker and tray with six colored glasses. Glass part is inset on chrome stem and base. Size of tray 14" in diameter. Shaker capacity 1 quart.
Suggested Retail $26.95



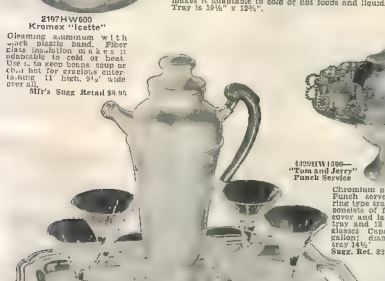
2112HW464—Penguin Hot and Cold Server
Sparkling chromium on steel with stainless steel jacket 2 quart capacity. Keeps ice cubes 4 to 6 hours. Completely insulated. Also keeps foods hot for serving "seconds" picnics or carch supppers.
Mfr's Sugg. Ret. $6.95

2157HW417 Manning-Bowman "Ice Man" Ice Bucket
32 cube "Ice Man" is elegant simplicity in brilliant chrome
Mfr's. Sugg. Ret $6.95

2107HW600 Kromex "Icette"
Gleaming aluminum with sock plastic band. Fiberglass insulation makes it adaptable to cold or hot use. Use it to keep beans, soup or chili hot for gracious entertaining. 11" high, 9½" wide over all.
Mfr's Sugg Retail $8.95

2214HW935—Kromex Fourteen-piece Sportsman Bar Set
Deluxe Icette—six 12 oz. glass tumblers, six 1½ oz. whiskey glasses—Chrome tray with plastic handles. Modern designed ice cube bucket in polished gleaming aluminum with decorative contrasting black plastic band. Fiber glass insulation makes it adaptable to cold or hot foods and liquids. "Icette" is 11" high, 9½" wide. Tray is 19½" x 12¾".
Mfr's. Sugg. Retail $18.95

2102HW405—Kromex Frigitor
Idea, for at home entertaining with friendly informality. Beautiful gleaming aluminum with simulated Lucite knobs and handle. Fiberglas insulated with Kromex rubber gasket to prevent outside sweating. Capacity 2½ quarts, or three trays of ice cubes. Height 7⅞", 8¾" overall.
Mfr's Sugg. Retail $6.95



4330HW1800—Cocktail Set
Chrome plated on copper Cocktail Set with six crystal cocktail glasses, having different colored base on each glass. Shaker has genuine bakelite handle, has 2 quart capacity, is 13½" in height and is chrome plated inside and out. Tray with cut-out handles is 18½" x 11½".
Suggested Retail $17.95

1259HW1800—"Tom and Jerry" Punch Service
Chromium plated "Tom and Jerry" punch server set with removable ring type tray for ready service. Set consists of footed punch bowl with cover and ladle, removable tray and 12 crystal punch glasses. Capacity of bowl 2 gallon; diameter of tray 14½".
Sugg. Ret. $22.50

4332HW1415—Cocktail Set
A chrome plated cocktail set of exceptional value. Hammered shaker has 2 quart capacity. Six crystal cocktail glasses have ruby colored base. Serving tray with cut-out handles measures 16½" x 11¾".
Suggested Retail $12.95

THERMOS

TRADE MARK REG. U.S. PAT. OFFICE

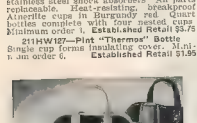
"THERMOS" is the copyrighted name of the oldest and most complete line of fine vacuum ware on the market

All stated capacities are approximate

210HW248—Quart "Thermos" Bottle
These polished aluminum cases are both smart and practical . . . lightweight and long-lived . . . seamless . . . bottoms ribbed for extra strength and easy grip. They are completely non-rusting, have stainless steel shock absorbers. All parts replaceable. Heat-resisting, breakproof Ainerlite cups in Burgundy red. Quart bottles complete with four nested cups. Minimum order 1. Established Retail $3.75

211HW167—Pint "Thermos" Bottle
Single cup forms insulating cover. Mini- n Jm order 6. Established Retail $1.95

226HW997—Plaid Picnic Case
Lightweight carrying case, compact, complete, containing two 1 quart aluminum Thermos brand vacuum bottles, and a metal sandwich box with ample room for plenty of sandwiches and fruit. Case has two strap handles, zipper fastener, and separators between bottles and box. Each vacuum bottle has a vacuum-insulated glass filler and set of four nested unbreakable plastic cups. Ideal for picnics, motor trips and sporting events—convenient to carry. Gayly colored plaid case. Established Retail $14.95



205HW300—Plaid "Lunch Pack"
This smartly styled, sturdy lunch kit is perfect for office lunches, for school lunches, and for snacks. It is made of rayon-lined fabric with leatherette trim. Has handy zipper fastener. Contains half-pint size Thermos vacuum bottle with rustproof, seamless alumi num case, approximately 6-oz. capacity. Established Retail $4.49

221HW217—Quart Thermos Bottle
Here is the popular Red Shell finished, Bull colored vacuum bottles with smart Red and Black bands topped by a Burgundy Red Ainerlite plastic insulating, breakproof cup. This quart size comes in handy for work or picnics, with four nested cups carried inside the cap. The sturdy construction of the case will prevent many accidental breaks. This model has completely replaceable parts. Established Retail $5.50
Minimum order three

220HW118—Pint Thermos Bottle—Same type construction as above but with only the single Ainerlite cap, to give insulated cover. Established Retail $1.80
Minimum order six

216GHW2000—Gallon Plywood Ice Pail
Here's a beautiful, stained natural mahogany plywood ice pail which harmonizes perfectly with modern furnishings. It's matching wooden bail on the chromium plated cover and the clear plastic bail handle help make this attractive for gift or everyday use. Vacuum insulated glass filler. Gallon capacity. Established Retail $25.00

Vacuum Ice Preservers—Hot or Cold Jugs

2177HW1667—3-Quart Ice Bowl
Graceful, ridged chromium sides provide sure grip, easy handling for this ice preserver. Its shining finish, above smart black enamel, and its generous capacity, make it a favorite for varied party, buffet and dining table uses. Chromium cover, black enameled knob. Vacuum insulated glass filler. Established Retail $25.00

2176HW1167—Quart Jug Set
A beautiful molded jug set in walnut plastic. Clear plastic and rubber adjustable stopper gives neat fit and positive closure. Set includes matching plastic tray, two glasses. Vacuum insulated glass filler. Quart capacity. Established Retail $17.50

2175HW1333—Quart Carafe Set
An unusual carafe set with smart, modern lines—in a 3-metal case, chromium plated above smart black enameled base. Set includes carafe, stainless steel tray and two glasses. Will fit gracefully into bedroom, office or living room. Vacuum insulated glass filler. Quart capacity. Established Retail $26.00

2163HW1330—Chrome-plated Ice Bowl
Simple, modern lines distinguish this favorite chromium plated ice bowl. It has contrasting black molded handles and knob. Chromium plated cover has convenient stud to permit hanging on rim of ice bowl, conserving tray or table space. Vacuum insulated glass filler. 3 quart capacity. Established Retail $10.95

Buy from a Responsible House Where Satisfaction Is Guaranteed

Grille Knife

Both styles of knives are available in all five Community patterns.

Dinner Knife

Lady Hamilton

. . . artistic simplicity, perfectly beautiful . . . to harmonize with any decor . . . to treasure always

Evening Star

. . . deeply carved florals cascade from luxuriously sculptured top that tapers gracefully. Exquisite!

Morning Star

. . . modern classic – lovely sculptured center design . . . gleaming surfaces. To use with pride and pleasure

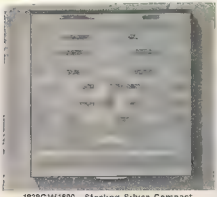
Coronation

. . . the rich formality of a traditional pattern, complements your finest china and linens . . . brings the look of luxury to even the simplest table settings

Note: The Consumer's Prices listed here are the prescribed minimum resale prices in Community and Tudor Plate in all states which have enacted Fair Trade Acts. (There is no Federal Excise Tax on Silverplated Flatware)

Compacts, Pill Boxes and Accessories

Illustrations Greatly Reduced.



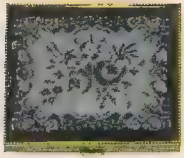
1838GW1890—Sterling Silver Compact
Sterling Silver with engine turned design. Compartment for powder, puff and mirror. 3" square. Taxable
Suggested Retail $33.00

2035GW250—Petit Point Pill Box
Genuine hand made petit point 1850 stitches to the square inch. Blue enamel bottom, Jewelers' bronze sides. Interior white enameled lolay Sugg. Ret $8.50

2169GW165—Mother of Pearl Pillbox
Mother of Pearl on jewelers bronze engraved and tarnish proof. Finest work manship.
Sugg. Retail $2.25

2131GW385—Compact
Gleaming Jewelers' bronze and lustrous Mother-of-Pearl. Inner door powder compartment, puff and clear glass mirror. Size 2¾ x 2¾ inches.
Suggested Retail $8.25

Fine Petit Point



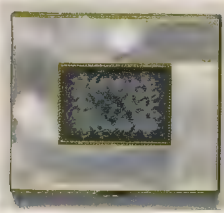
2059GW1080—Compact
Genuine hand made petit point, 1850 stitches to the square inch. Jewelers' bronze metal, lacquered and tarnish proof. Individually boxed.
Suggested Retail $4.00

2050GW345—Lighter
Genuine hand-made petit point lighter, 1850 stitches to the square inch. Jewelers' bronze metal, lacquered and tarnish proof. Individually boxed
Sugg. Retail $14.00

2061GW575—Powder Box
Genuine hand-made petit point 1850 stitches to the square inch Jewelers' bronze metal, lacquered and tarnish proof. Individually boxed.
Suggested Retail $8.00

2062GW470—Lipstick Holder
Genuine hand-made petit point on two sides 1850 stitches to the square inch Jewelers' bronze metal, lacquered and tarnish proof, Individually boxed
Suggested Retail $6.50

2065GW470—Perfumette
Genuine hand-made petit point on two sides, 1850 stitches to the square inch. Removable bottle, rubber gasket protection. Jewelers' bronze
Suggested Retail $6.50



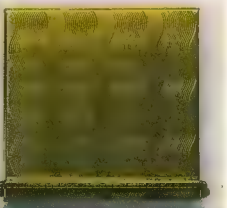
2125GW900—Compact
Lustrous mother-of-pearl with genuine hand-made petit point center (1850 stitches to the square inch). Jewelers' bronze bottom and sides. Inner door powder compartment, puff and clear glass mirror. Size 2¾" x 2¾".
Suggested Retail $12.50

2126GW305—Compact
Black enamel jewelers' bronze with beautiful cloisonne motif. Inner door powder compartment, puff and clear glass mirror. Size 2¾" x 2¾".
Suggested Retail $4.25

2127GW745—Compact
Sterling Silver with fine engraved motif bordering engraving shield Jewelers Bronze interior with inner door powder compartment, puff and clear glass mirror. Size 2½ inches square TAXABLE.
Suggested Retail $11.00

"The High Tide"
2170GW620—(One to five)
2170/6GW376—(Six or more)
Gleaming Jewelers bronze compact. Leakproof powder door and beveled mirror. Size 2" square.
Suggested Retail $3.00

"The Persian"
2171GW305—(One to five)
2171/6GW276—(Six or more)
Gleaming jewelers bronze with top etched in beautiful colors. Leakproof powder door and beveled mirror. Size 3" square.
Suggested Retail $4.50

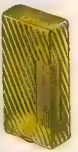


"The Swing Lock"
2172GW588—(One to five)
2172/6GW348—(Six or more)
Fine engine turned design on gleaming jewelers bronze with "swing lock". Leakproof powder door and beveled mirror. Size 3" square.
Suggested Retail $5.00

Fine Lighter Sets

Dunhill
Ronson
Marathon

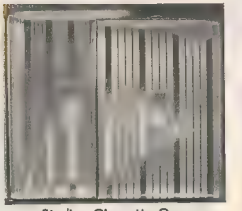
Fine styling and precision craftsmanship. Attractively boxed. Illustrations greatly reduced.



2159GW600—Dunhill "Rollalite"
The popular vest pocket size Dunhill lighter. Heavy gold plate—assorted ribbed designs. Individually boxed. TAXABLE.
Estab. Retail $16.00

2160GW600—Dunhill "Rollalite"
Same as above in heavy silver plate
TAXABLE.
Estab. Retail $19.00

2151GW600—Dunhill "Rollalite"
The magnificent Dunhill "Rollalite" pocket Lighter with the most perfect mechanism of its kind. Heavy silver plated for lasting beauty. Large fuel reservoir. Individually boxed. TAXABLE.
Established Retail $70.00

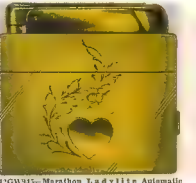


Sterling Cigarette Cases

Assorted engine turned designs with shields for engraving.

	Suggested Retail
117GW1215—Sterling (for 10 Cig.)	$18.00
118GW3843—Heavy Sterling (for 12	42.00
119GW1786—Same with 14K gold linby	56.00
120GW1430—Sterling (full pack reg.)	36.00
121GW2350—Sterling (for 10 King Size).	30.00

TAXABLE.

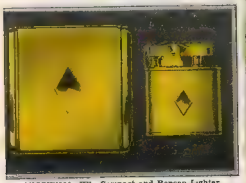


1042GW415—Marathon Ladylite Automatic Lighter and Cigarette Case Combination. Hand engraved with 3-color beautiful natural gold finish. Holds 10 cigarettes.
Sugg. Retail $11.00

2113GW881—"Marakite" Combination
The new "Marakite" combination lighter and cigarette case by Marathon holds 20 regular or 16 king size cigarettes. Fully automatic. Assorted designs. Gift box.
Retail $16.50

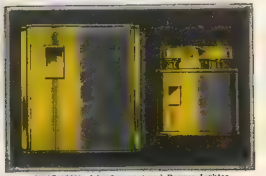
★ NOTICE—All prices quoted herein are either the manufacturer's or Bennett's Suggested Retail Price. They are not the prices at which Bennett Brothers sell. See Trade Information.

1915GW310—Combination
Automatic lighter and cigarette case combination by Marathon, dunhurst design with two shades of tortoise shell enamel. Holds 14 cigarettes. Beautiful instant gold finish
Retail $13.00

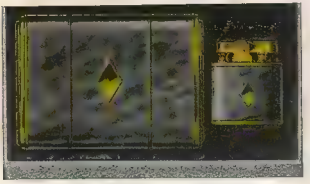


2072GW1110—Klix Compact and Ronson Lighter
Klix Compact—beautiful 2-tone natural gold finish— simulated ruby sides—loose powder compartment—large puff and fine beveled mirror—Ronson automatic pocket lighter to match—handsome gift box.
Retail $18.50

2076GW1110—Klix Compact and Ronson Lighter
Same as above only tortoise shell enamel—beautiful natural gold finish.
Retail $18.50

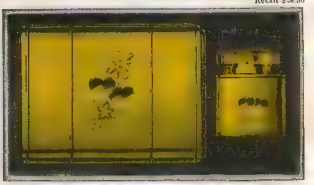


2074GW1230—Klix Compact and Ronson Lighter
Klix Compact—hand engraved—tortoise shell enamel—simulated ruby sides—beautiful natural satin finish—powder compartment—large puff and fine beveled mirror—Ronson automatic pocket lighter to match—handsome gift box
Retail $30.00



2069GW1110—Klix Cigarette Case and Ronson Lighter
Klix Cigarette Case (holds 13 cigarettes) Tortoise shell enamel—simulated onyx sides—beautiful natural gold finish—Ronson automatic pocket lighter to match—handsome gift box
Retail $18.50

2070GW1110—Klix Cigarette Case and Ronson Lighter
Same as above only all natural 2-tone gold finish.
Retail $18.50



2070GW1925—Klix Cigarette Case and Ronson Lighter
Klix Cigarette Case (holds 13 cigarettes) Hand engraved—finished in beautiful 2 color natural gold—simulated ruby sides—Ronson automatic pocket lighter to match—handsome gift box.
Retail $21.75

FOLDING DOLL STROLLER

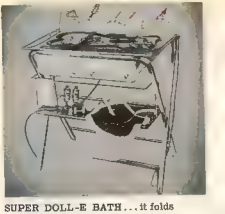
All the comfort of a real baby's stroller! Made of Red Vinyl plastic film with white binding ... shopping bag stitched. Collapsible steel frame, aluminum-finished to match wheels. Cross handle, 23" from floor; seat 8x8x5"; 8" stamped wheels with 3/8" rubber tires, hub caps.

81988 B325 Wt. 12 lbs. Retail . . . $4.50

"BLONDIE" DOLL WALKER

Makes a little miss feel mighty grown-up! And to give little steps a lot of confidence, that tubular handle is very firm, stands 22" high. There's a cunning little market basket, as well as an abundance of room for her favorite doll. Bright pictures, too. Weight 4 lbs.

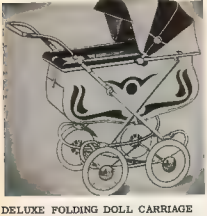
81990 B285 Retail Price $3.98



SUPER DOLL-E BATH ... it folds

Big enough for a real baby! Ivory tubular steel frame; foot pedal raises dressing table top. Sturdy blue plastic tub with hammock; metal tray, towel rack; plastic pocketed apron, drain hose. All dolly's needs included: real soap, bath brush, hairbrush, comb, bottle, nipple, etc.

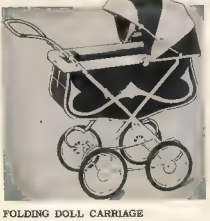
81996 B775 Top 28x17"; ht. 33" . . $10.95



DELUXE FOLDING DOLL CARRIAGE

With all the features of the finest baby carriages! Padded leatherette body, foot extension, 5-bow piped leatherette hood, visor, windshield. Collapsible tubular gear, adjustable pusher, 9x1" wire wheels, white tires. 13x13½x28½" long. Gray, Turquoise or Blue. 25 lbs. From Mass.

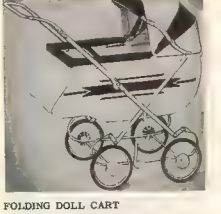
81991 D2050 Specify color. $29.50



FOLDING DOLL CARRIAGE

A beautiful doll carriage! With fold-away cane, too. Padded leatherette body, foot extension. 5-bow piped leatherette hood, visor, windshield. Collapsible, aluminum-finish gear, adjustable tubular pusher, 9x1" wheels, white enameled. Specify Gray, Turquoise, or Blue.(Mass.)

81992 D1750 13½x12x26" long, . . $24.50



FOLDING DOLL CART

Solid comfort for dolly--great convenience for the conscientious little mother! Leatherette body, foot extension, 4-bow piped leatherette hood with visor. Collapsible tubular gear and pusher (30" high). 7" wire wheels, 3/4" tires. Specify Gray, Turquoise, Blue, Wt. 21 lbs. From Mass.

81993 D1175 Size: 13½x10x25" long. $16.50

FOLDING PLAY-TIME CARRIAGE

Here's a cab that stores and travels with ease. Folds quickly, compactly--looks so striking with its bold two-tone color contrast. Deluxe Duchess gear. Firm foot brakes keep carriage safely parked, while the young mother shops. 7" wheels, 2-tone maroon and gray. Pusher, 29" high.

81989 C698 Size; 24x12x10" deep . .$9.98

THAYER DELUXE DOLL STROLLER

Made like Thayer's finest strollers for real babies! Hardwood veneer sides. Reclining back; adjustable footwell. Body, 24" long. Folding pusher, 4-bow hood, sun visor. All steel, aluminum finished chassis, 8-spoke 8" wheels. Rubber tires. Specify Gray, Turquoise, Royal. Wt. 20 lbs.

81994 D1450 From Mass. $19.95

THAYER DOLL STROLLER

Your little girl will adore it! Hardwood veneer sides, reclining back, adjustable footwell. Chrome pusher, 26½" from floor. 4-bow hood, sun visor. Collapsible all steel aluminum-finished chassis. Safety brake. 7" wheels, rubber tires. Specify Turquoise or Royal. Wt. 17 lbs.

81995 D1150 From Mass. $15.95

Interesting Dolly Friends

BLISSFUL BRIDAL TRIO

Three exquisite character dolls designed for the discriminating. If you have a child of your own, or share one, there's no more loving gift than this trio of Collectors' dolls. The bride alone . . . her misty veil, gorgeous gown of satin, orange blossom, is enough to make a child's heart skip a beat. Her handsome groom is all dressed for the wedding, ready to wait at the altar. The bridesmaid, all beribboned, rivals the bride for attention. They're a realistic wedding party, just set to fire a little girl's imagination.

81923 B390 Bridal Trio **$5.50**

"COLLECTOR'S" COWBOY AND GIRL

Two more members of the famous Collector's parade of character dolls. A pair of real miniature Westerners! Cowboy and girl arms move, heads turn in their realistic ten-gallon (scale) hats. Yet, for all their fairy size, they're a pair of truly tough characters . . . nothing "dude" about the plastic that makes them almost unbreakable. Appropriately dressed for ranch or rodeo life, in leatherette chaps, jackets and skirt with fringe. Armed with sinister-looking guns. Girl has wig. Both, 7½" tall. Price includes both dolls.

81924 B263 Cowboy and Girl **$3.69**

EFFANBEE "MISS LOLLIPOP" DOLL

Like any happy child, this big doll holds a lollipop in her hand. Her Navy Blue broadcloth dress is White bibbed, and elegantly trimmed with soutache and ball fringe. Matching panties and a natural straw bonnet with flower trim, velvet band and streamers! Black patent ankle-strap shoes and white rayon knit socks. Miss Lollipop's Saran hair can be washed as easily as her non-oxidizing latex body. (No color changes, no drying out!). Fully jointed, moving arms and legs, foam rubber stuffing. Says "Mommy" clearly when you hold her. 30" tall.

81942 B1675 Miss Lollipop **$23.50**

BROTHER AND SISTER DOLLS

Clever little doll partners, dressed just alike in cute, checked twill, suspender-type shorts and skirt. Girl's beret and boy's cap match perfectly. They're wearing cotton knit "T" shirts, shoes and socks. Arms and legs are wired, latex bodies are foam rubber stuffed. Vinyl plastic heads have shining glassene eyes, and their gay little voices will make play with them much more realistic. They can be bathed and dressed, and the little seamstress will think of plenty of new clothes for them!

81930 B425 Twin Set, 12" high . . . **$5.98**

RAGGEDY ANN and RAGGEDY ANDY

Right out of the beloved storybook, these two characters come flopping to captivate little boys and girls. They'll be real life playmates, as long as there's a shred of them left to wag around. Not a single painted eyelash or ragmop curl has been omitted from these carefree dollies, copied from pictures more familiar to a child than his own reflection! Soft, cotton-filled bodies, so light a very small child can carry them . . . everywhere!

81926 B329 Raggedy Ann, 20" **$4.65**
81927 B329 Raggedy Andy, 20" **4.65**

28-INCH BOY AND GIRL DOLLS

These realistic playmates are 28" tall! they're made of latex, with jointed arms, swivel legs; all foam-rubber stuffed. Plastic heads have moving eyes and pretty, silky lashes. The boy doll wears twill suspender trousers and hat to match, knit "T" shirt, shoes and stockings. The girl wears a taffeta dress with lace on yoke, neck and sleeves. Her hat and panties match, and she wears shoes and stockings. Both dolls make charming companions.

81931 B850 Girl Doll, 28" tall . . . **$11.98**
81932 B850 Boy Doll, 28" tall . . . **11.98**

Incomparable Beauty

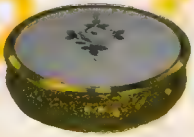
Nationally Advertised

Evans

Evans lighters are equipped with RED SEAL FUEL CONTROL, Evans latest exclusive feature which eliminates flooding, prevents fluid evaporation and gives more light per filling. LOOK FOR THE RED SEAL.

"Supreme Windguard"

2135GW225—**Pocket Lighter.** Rhodium finish, engine turned design, with windguard. Will hold fuel for weeks of constant use. Established Retail $3.75



"Hand Decorated"

2175GW297—**Compact.** Glistening golden mesh pouch with hand decorated French enamel. Hinged top. Will hold almost a month's supply of powder and is truly a distinctive purse accessory. Established Retail $4.95

"Cosmopolitan"

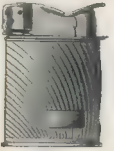
1886GW210—**Pocket Lighter.** White metal with fine vertical ribbed design. Established Retail $3.50

"Banner"

1861GW180—**Pocket Lighter.** Precision built in white metal with engine turned design and monogram plate. Established Retail $3.00

"Alligator Petite"

2138GW240—**Pocket Lighter.** Especially created for the ladies. Golden metal finish with brown Alligator Calf. Engraving shield. Established Retail $4.00



"Banner Windguard"

2136GW185—**Pocket Lighter.** Regular size fully automatic lighter equipped with outdoor windguard. White metal with engine turned design. Established Retail $3.25

"Chantilly Lace"

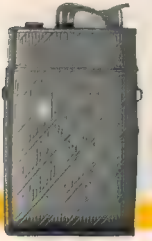
1887GW240—**Pocket Lighter.** Barrel shaped lighter of golden metal. Beautiful overall flower engraved design. Established Retail $4.00

"Petite Hand Painted"

2176GW300—**Pocket Lighter.** Ladies' pocket lighter in golden metal. Hand decorated French enamel (limoges) Establ ished Retail $5.00

"Banner Enamel"

2177GW210—**Pocket Lighter.** Golden metal regular size with black or tortoise enamel specify. Inlaid monogram plaque. Established Retail $3.50



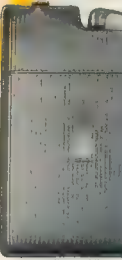
"Kenmore"

1879GW240—**Combination.** Combination cigarette case and lighter—holds 14 cigarettes. White metal with engine turned design. Established Retail $4.00

"Serv-Pac"

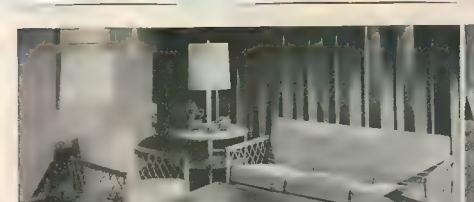
2178GW750—**Set.** Genuine Ostrich case and lighter with golden metal finish. Serv pac holds full pack of cigarettes and lifts up automatically when cover is opened. Available for regular or King size cigarettes. Specify. Established Retail $12.50

2179GW450—**Serv-Pac Only.** Specify for regular or king size cigarettes. Established Retail $7.50



"20-Pak"

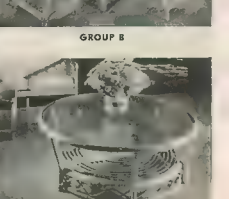
1877GW600—**Combination.** Combination cigarette case and lighter which holds full pack of any size cigarettes. White metal with fine vertical ribbed design. Established Retail $10.00



GROUP A

Far Eastern Rattan by "Willow & Reed"

GROUP B



GROUP C

Straightforward designs in Genuine Rattan Furniture adapt themselves to all-year round service in any room of the home. A fresher, lighter look has been achieved by combining heavy full-grown rattan with lattice work of small round rattan and caning. Blends beautifully and comfortably into gracious living indoors or outdoors. Finest Rattan construction—set-up with brass screws and nails, hard core dowels, peel cane binding—insures strength and rigidity. Light natural finish is obtained by use of highest quality Spar Varnish. F.O.B. New York Factory.

GROUP A

Attractive living room group. All cushions are innerspring unit. Where sailcloth upholstery is listed, specify choice of solid colors: Dark Green, Yellow, Sand, Chartreuse, Coral or Gray.

8216FW1870—Settee. Upholstered with practical Denim in Yellow with White stripe. One piece back cushion. Seat cushions are reversible. Seat width 58". Ship Wt. 120 lbs. Mfr's. Sugg. Retail $246.95

8713FW1487—Settee. Same in solid colors of Sailcloth. Specify color. Mfr's. Sugg. Retail $236.00

8716FW1870—Arm Chair. Companion piece for above Settee. Attached back cushion, reversible seat cushion. Yellow with White stripe Denim covering. Ship Wt. 50 lbs. Mfr's. Sugg. Retail $90.00

8717FW1869—Arm Chair. Same upholstered with Sailcloth in solid colors. Specify color. Mfr's. Sugg. Retail $86.00

8720FW0870—Coffee Table. Rattan base with cane shelf and 3/8 glass top. Size: 28"x36", 16" high. Ship. Wt. 30 lbs. Mfr's. Sugg. Retail $116.00

8721FW0880—Lamp Table. Built in lamp with large shade. Birch top and shelf. Diameter of table, 20"; height 24"; overall height, 37". Ship. Wt. 25 lbs. Mfr's. Sugg. Retail $60.00

8722FW2440—Rattan Steel with Cane Top. Stools conveniently slide under each end of the above coffee table. May be used as occasional tables or cocktail table. Top size: 21"x22"; height 24". Ship. Wt. 11 lbs. Mfr's. Sugg. Retail $38.00

GROUP B

Ideal for the game room. Where Sailcloth upholstering is listed, specify choice of solid colors: Green, Yellow, Chartreuse, Sand, Coral or Gray.

8703FW1480—Card Table. Ruggedly built Rattan frame, with Birch top. 32"x32" top, 28" height. Ship. Wt. 25 lbs. Mfr's. Sugg. Retail $30.00

8704FW1875—Side Chair. Natural Rattan frame with button-work back. Comfortable 3" Foam Rubber Seat Cushions in solid color sailcloth. Specify color. Ship. Wt. 30 lbs. Mfr's. Sugg. Retail $36.00

8705FW1880—Tea Cart. Equipped with large wheels for easy mobility. Rattan frame and Birch shelves. Ship. Wt. 50 lbs. Mfr's. Sugg. Retail $87.00

8706FW0890—Arm Chair. Reversible inner spring cushions. Gayly printed denim has White background with Rust, Brown and Chartreuse. Chartreuse Tierra cloth on reverse side. Ship. Wt. 52 lbs. Mfr's. Sugg. Retail $107.00

8228FW0890—Arm Chair. Same with sailcloth in choice of solid colors—specify. Sugg. Retail $99.00

8704FW2005—Rattan Foot Rest. Reversible cushion upholstered same as 8228FW0890 arm chair. Ship. Wt. 25 lbs. Mfr's. Sugg. Retail $49.50

8707FW1875—Rattan Foot Rest. Same with solid color sailcloth. Specify color. Sugg. Retail $15.00

GROUP C

8708FW0880—Coffee Table. Circular Coffee Table with Rattan construction and heavy rib glass top, 36" diameter, 17" high. Ship Wt. 30 lbs. Mfr's. Sugg. Retail $99.00

8721FW8035—Coffee Table. Same as above with 48" top. Ship. Wt. 48 lbs. Mfr's. Sugg. Retail $129.00

GROUP D

8732FW0890—Barrel Arm Chair. Innerspring seat cushion is reversible. Back cushion is Kapok filled. Choice of Yellow and White striped Denim or Solid Yellow Sailcloth. Specify choice. Ship Wt. 60 lbs. Mfr's. Sugg. Retail $86.00

8514FW0870—Nest of Tables. [illegible] 24"x24"x17", 20"x20"x15" and 16"x16"x13". Ship Wt. 50 lbs. Mfr's. Sugg. Retail $150.00

8734FW2750—Large Table only. Sugg. Retail $60.00

8735FW2810—Small Table only. Sugg. Retail $45.00

GROUP E

8736FW1005—Tete Tete. Combining two chairs with built in wedge table. Single unit Rattan frame. Cushions upholstered with heavy cotton print in a Light Beige background with Brown, Chartreuse and Yellow. Reverse side is covered with Chartreuse Tierra cloth. Wedge table has beautifully finished Birch top. Ship Wt. 128 lbs. Mfr's. Sugg. Retail $125.00

8737FW1005—Tete Tete. Same as above with cushions upholstered in Sailcloth in colors of Dark Green, Sand, Yellow, Gray, Chartreuse or Coral. Specify. Mfr's. Sugg. Retail $128.00

8738FW1885—Bar. Front and sides have fine caning over plywood. Natural Rattan Trim. Large Birch top size 18"x26". Height 40". Ship. Wt. 75 lbs. Mfr's. Sugg. Retail $75.00

8739FW1940—Stool. Sturdy Rattan construction with Green plywood covered seats. Size 12" diameter. Ship. Wt. 10 lbs. Mfr's. Sugg. Retail $31.00

GROUP F

8740FW2875—Nest of Two Tables. Natural Rattan construction with rib glass tops. Dimensions, top table 16"x21"x24" high, bottom table 18"x15"x20" high. Ship Wt. 28 lbs. Mfr's. Sugg. Retail $46.00

8741FW1940—Day Bed. Comfortable innerspring mattress with zipper slip cover in solid Blue Duck material on top and bottom with Blue and White striped Duck material on sides. Kapok filled bolster is covered with Blue and White striped Duck with plain blue ends. Rattan base with Cane sides. Ship Wt. 82 lbs. Mfr's. Sugg. Retail $250.00

8742FW8035—Tub Chair. Rattan construction 3" Foam Rubber cushions. Blue and White striped Duck covering. Ship. Wt. 26 lbs. Mfr's. Sugg. Retail $80.50

GROUP F

GROUP D

GROUP E

Now! Convert Your "Trey-safer" to a Luxurious Indoor Chair

The brand new, revolutionary foam rubber padding with removable slip-covers is comfortable beautiful, and practical — completely conceals Seat and Back Frame. Extra wide arm rests. The cover is of Grogon Textured Tweed fabrics

"TROYLOAFER" Contour Styled Chair for Indoor or Outdoor Use

Double beauty . . . Double life. Use it in the garden or patio during the summer. When winter comes, don't put it away, "upholster" it in foam rubber. It blends beauf fully and comfortably in your Living room, Bedroom or Indoor Porch. It's an excellent TV chair and highly recommended for convalescents and those afflicted with heart trouble.

8085F W2385—"Troyloafer." Perfect for reading or relaxation in either the "up" or "down" position. Sturdy construction of heavy gauge cold rolled steel tubing, finished in White Dulux Enamel. Covers held in place by White Plastic Cording with wire insert. Covers of heavy **Troydeck** in Red, Yellow, Cobalt Blue or Green. **Specify Color.** Shipping wt 33 lbs. Mfr's. Sugg. Retail $36.50 F.O.B. Ohio Factory

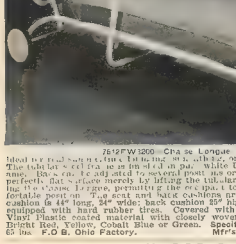
8085FW2385—"Troyloafer." Same as above except covered in Woven Plastic Saran Fabric Plaid designs of Yellow with Red and Green; or Green with White. **Specify** Mfr's. Sugg. **Retail $39.10**

9085FW1160—Foam Rubber Kit for "Troyloafers." 2" thick Foam Rubber pads with removable slip-covers of Gingow textured tweed fabrics. Adjustable head pillow is 6" high and 4" thick. Completely conceals seat and back framework. Slip-covers available in Chartreuse, Green, Shrimp, Chocolate Gold or Grey. **Specify color.** Ship wt 16 lbs

Mfr's. Sugg. Retail $65.40

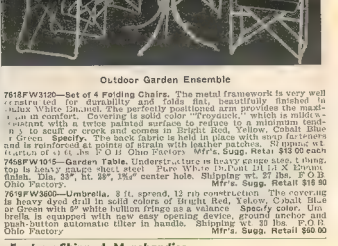
7618FW3120— Set of 4 Folding Chairs. Steel construction for durability makes an ideal bridge chair, porch, lawn chair. Frame finished in White Dulux Enamel. Covering is solid color "Troyduck" in Bright Red, Yellow, Cobalt Blue or Green. **Specify.** Shipping weight (carton of 4) 60 lbs. F.O.B. Ohio Factory. Mfr's Sugg. Retail $13.00 each

METAL FOLDING CHAIRS



7612FW1200— Chaise Longue

Ideal for real sun-bathing, lounging, sitting, or just plain relaxing. The tubular steel frame is enameled in pat. White DuPont 3H LUX Enamel. Back can be adjusted to several positions or be lowered to make perfect flat surface merely by lifting the tubular arms without having the cushion present. Large, permitting the reclinee to find the most comfortable position. Seat and back cushions are spring-filled. Seat cushion is 44" long, 24" wide; back cushion 25" high. The wheels are equipped with hard rubber tires. Covered with Troyene (washable Vinyl Plastic coated material with closely woven cloth backing) in Bright Red, Yellow, Cobalt Blue or Green. **Specify.** Shipping weight 65 lbs. F.O.B. Ohio Factory. Mfr's. Sugg. Retail $53.50



Outdoor Garden Ensemble

7618FW3120—Set of 4 Folding Chairs. The metal framework is very well constructed for durability and folds flat, beautifully finished in Dulux White Enamel. The perfectly positioned arm provides the maximum in comfort. Covering is solid color "Troyduck" which is ribbed-resistant with a twice painted surface to reduce to a minimum tendency to scuff or crack and comes in Bright Red, Yellow, Cobalt Blue or Green. **Specify.** The back fabric is held in place with snap fasteners and is reinforced at points of strain with leather patches. Shipping wt. 60 lbs. F.O.B. Ohio Factory. Mfr's. Sugg. Retail $13.00 each

7468FW1015—Garden Table. Understructure is heavy gauge steel tubing, top is heavy gauge sheet steel. Pure White DuPont 3H LUX Enamel finish. Dia. 23", ht. 28", 13½" center hole. Shipping wt. 27 lbs. F.O.B. Ohio Factory. Mfr's. Sugg. Retail $18.90

7619FW3600—Umbrella. 8 ft. spread, 12 rib construction. The covering is heavy dyed drill in solid colors of Bright Red, Yellow, Cobalt Blue or Green with 9" white bullion fringe as a valance. **Specify color.** Umbrella is equipped with new easy opening device, ground anchor and push-button automatic tilter in handle. Shipping wt. 20 lbs. F.O.B. Ohio Factory Mfr's. Sugg. Retail $60.00

No C.O.D. Orders Accepted on Factory-Shipped Merchandise

Watches for Work and Play

8018W3100 — Self-winding, water and shock resistant stainless steel watch. Anti-magnetic precision built 17J Bennett movement of excellent quality. Luminous dial with sweep second hand. Leather strap.
Suggested Retail **$49.50**

6158W1500 — Dependable 7J Bennett movement in a sturdy stainless yellow rolled gold plated steel back case. Full figured dial. Fully guaranteed. Leather strap.
Suggested Retail **$25.50**

6159W1600 — Masculine yellow rolled gold plated non-corrosive back case fitted with accurate 7J Bennett movement. Leather strap.
Suggested Retail **$27.25**

8001W2450 — All purpose, 17J water and shock resistant, anti-magnetic watch with sweep second hand. Stainless steel case. Luminous figures and hands. Leather strap. Fully guaranteed Bennett movement.
Suggested Retail **$32.95**

AMAZING VALUES IN STURDY, DEPENDABLE TIMEPIECES

6081W1700 — Perfectly styled for neat appearance. Yellow gold filled case with 1/15-12K yellow gold filled expansion band. 17J Bennett guaranteed movement.
Suggested Retail **$28.95**

3226W1875 — Excellent quality Bennett 17J guaranteed movement fitted in yellow gold filled top, steel back case. Black silk cord attachment with safety clasp.
Suggested Retail **$26.85**

6096W1450 — Dependable Bennett 17J movement in serviceable yellow gold filled case with 1/20-12K yellow gold filled band. Tremendous value.
Suggested Retail **$25.50**

3176W1750 — Delicately styled yellow gold filled case fitted with excellent 17J Bennett movement fully guaranteed. Black silk cord attachment with safety catch.
Suggested Retail **$29.75**

6166W1900 — Yellow gold filled case fitted with fine 17J Bennett precision built movement. 1/20-12K yellow gold filled expansion band. Raised crystal.
Suggested Retail **$32.50**

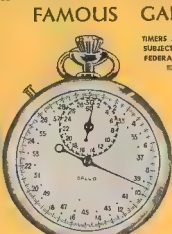
FAMOUS GALLET TIMERS

TIMERS ARE NOT SUBJECT TO THE FEDERAL EXCISE TAX

GALLET DECIMAL TIMER

This dependable instrument divides the minute into 100 parts. Slide slide for time out. Small hand registers revolution of long hand. Fly back from crown.

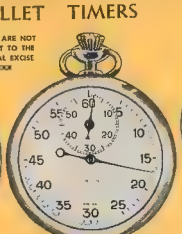
	Sugg. Retail
8702W1883—7J Gallet	$29.00
8713W1615—7J Galco	24.80



GALCO 1/10 SECOND TIMER WITH TIME OUT

Start and stop from crown side plunger restores hands to zero. 7 jewels. Features 30-minute register.

	Sugg. Retail
8715W1710—7J Galco	$26.30



GALCO 1/5 SECOND TIMER

Features 60-minute register 7 jewels Plain Timer, start, stop and fly back from crown.

	Sugg. Retail
8705W1550—7J Galco	$23.80

GALLET PLAIN TIMER

An excellent timer for industrial and general sports. Long hand registers fifths of seconds, and small hand minutes up to 30. Start, stop and fly back from crown. Lever movement, nickel case.

	Sugg. Retail
8701W1750—7J Gallet	$26.80
8712W1515—7J Galco	23.30

Sturdy Construction for Lasting Wear

HAZELLE'S FAMOUS "SHOWMAN" TYPE MARIONETTES ... with Talking Control

Colorful, lifelike marionettes with multi-jointed bodies, walk, "talk", dance like professional puppets. They're 14" to 20" tall. Faces, hands, feet, are shatterproof, washable Tenite, hand-painted in fine detail. Wool crepe hair wigs. Beautifully made costumes. One-hand Airplane Control Bar for lifelike animation. Shoes have ankle movement. Easy-control talking mouths.

81301 B425	Clown Suzybell	$5.95
81303 B425	Space Flyer . . .	5.95
81304 B425	Alice/Wonderland	5.95
81302 B565	Cowboy Buckaroo	7.95
81075 B565	Cowgirl Sal	7.95
81076 B565	Prince Charming .	7.95
81077 B565	Princess Cindy .	7.95
81078 B565	The Blue Fairy .	7.95

"CHIRPEE" SINGING BIRD in CAGE

He sings ... he swings ... what a merry nursery companion he makes! Just wind the key and gay little Yellow canary trills cheerfully as he swings on his life-size perch. Beautiful White and Green realistic cage (7x4x9" high), 2 yellow feeding cups, hanging ring on top. All Plastic.

81079 B210 Bird in Cage. Retail. . $2.98

HUMPTY DUMPTY CIRCUS PARADE.... Comes to Your Town!

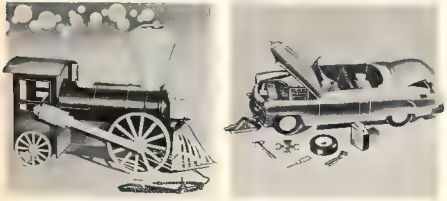
Stage 1001 thrilling stunts! Sturdy, multi-jointed "Big Show" figures of vividly painted hardwood. "Parade Set": Elephant, Donkey, 2 Clowns, Cowboy, Cowpony, 2 Highschool Horses, Chair, Ladder, Pedestal, Tub, Barrel, Ring, Ball, Weights, 2 Flags, Lasso, Corral, Tent. "Main Ring Set": Elephant, Donkey, 2 Clowns, Highschool Horse, Chair, Ladder, Barrel, Ring, Ball.

81799 B1450 "Parade Set" with Ring, Tent, Figures. . . . $20.00
81080 B1035 "Main Ring Set" with Ring, Tent, Figures. . 14.75

"HUMMING BIRD" HELICOPTER ... takes off ... flies ... land's!

Thrills galore for kids and parents when "Humming Bird" sails through the air with the greatest of ease! Floats tree-top high ... gives all the excitement of kite-flying, whether the wind blows or not. So easy to work ... one pull of the launching plunger and it takes off ... looks just like a real helicopter as it flies, glides, circles and lands. Designed with engineering skill and precision, frame is made of aluminum, plunger and mechanism of steel.

81081 B280 Helicopter; 16" wingspread $3.98



BUBBLE EXPRESS

Multi-colored plastic locomotive! Only instead of puffing steam, this wonderful pull toy blows hundreds of brilliant, iridescent bubbles! Spillproof smoke stack contains bubble solution ... can't spill out even if toy overturns. Pistons move as wheels rotate. 12x5½x8½" high.

81082 B230 Bubble Express. $3.29

FIX-IT SPORT CONVERTIBLE

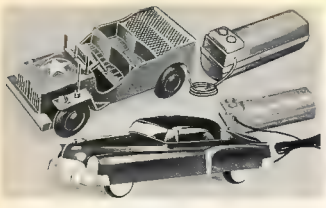
Plastic sport model that junior mechanics can "service" themselves! Hood lifts, gas tank, radiator and battery fill with water. Luggage compartment opens ... contains spare tire, jack, gas can, hammer, screw driver, 2 wrenches, slip-in licenses. Perfect details, gay colors. 13x5x4".

81083 B210 Fix-It Car & Tool Kit. .$2.98

"WORLD OF TOMORROW" 50-PC. SET

An Interplanetary Space Port all your own! Complete with Take-Apart Rocket Ship, long Super Car, 8 assorted Space Men with removable helmets, 5 Jet Cars -- all made of durable, gleaming plastic in bright blue, green, red, yellow and bronze. Instructions to set up 3-color Space Port.

81084 B210 World of Tomorrow. Set $2.98

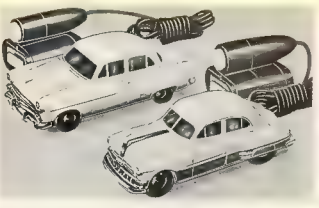


ELECTRIC REMOTE CONTROL AUTOS . . . fully guaranteed

Directed from a distance by "driver ' manning automatic controls--cars clip along "speedway'' of carpet or pavement! Powered with two flashlight batteries to run the longlife motors . . . motor torque steering to go forward, reverse, left or right

Hard Top Convertible. Metal base is 11'' long, 4½'' wide, 3' high.
81759 B345 With solid rubber wheels and White wall tires . **$4.95**

Cee-I Jeep. True-to life Army replica, Husky solid rubber wheels.
81708 B278 Metal base is 6¼'' long, 2½'' wide, 2½'' high . . . **$3.98**



SCALE MODEL CARS WITH ELECTRIC REMOTE CONTROL

Just like Dad's 1952 Ford or Pontiac -- but 1/25th its size! Tough molded Tenite with metal chassis, zinc plated bumpers and grille, rubber tired disc wheels. Driven by 6-pole enclosed electric motor, unbreakable power pack holds 2 dry cell batteries and control panel. Runs forward or reverse--steers right or left at pressure of rub ber bulb controled by 72'' capillary cable.

81066 B495 Ford. 2½x2¼x8'' long, built-in free wheeling . **$6.95**
81067 B495 Pontiac. 2¾x2¼x8'' long, built-in free wheeling **6.95**

Start that active youngster in the trucking business with these heavy duty beauties that are built for the big hauling jobs.

Metal & Wood 8-LB. MATERIAL TRUCK

Endless constructive fun for lad (and dad) . . watch how efficiently they'll load flat-bed hauler with 1 large crate, 3 barrels, 1 box--cover it with tarpaulin and tie down load with rope fastened to hooks on under-side of bed. Metal cab. Two front, 4 rear, balloon tires. Overall: 8x6x20'' long.

81797 B1050 Retail Price . . . **$14.95**

TANDEM TIMBER TRUCK with 12 TIRES

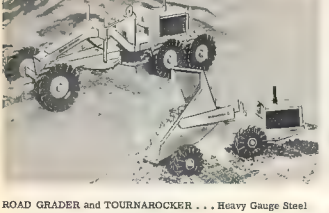
Heavy duty replica of trucks jacks use to haul tall timber! Red tractur, chassis, in heavy cast aluminum with big chrome bumpers and lights, black fenders, realistic gas tank. Swivel action on tandem. Metal chains hold 24 timbers and loading bar. Size: 6x6½x35'' long. Wt, 10 lbs.

81783 B1120 Retail Price **$16.00**

LARGE 5-PC. FARM IMPLEMENT SET

Sure to develop a yen for the soil and gardening . . . grand fun for lucky youngsters who live on a farm or ranch! Scaled-to size metal tractor with heavy treaded tires, plow, cultipacker, spreader and farm wagon . . all interlocking. Bright red with aluminum trim. Tractor 7'' long.

81068 B268 Boxed 5-pc. set . . **$3.19**

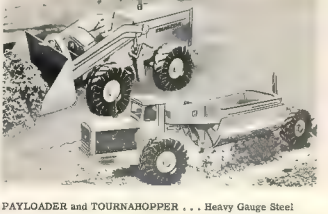


ROAD GRADER and TOURNAROCKER . . . Heavy Gauge Steel

Scale models that actually work! Equipped with heavy rubber tires for plenty of p-u l l. Energetic fun for ' junior contractors''.

Road Grader does real scraping and grading. Four front wheels steer, scraper blade tilts, goes up and down, swings right or left.
81733 B555 Individually pivoted axles. Size: 18x8x9½'' . . . **$7.95**

Tournarocker giant size dump truck for digging and road-building. Hopper with rear hoist holds dirt or rock--handle turn dumps load.
81069 B495 Two-way pivot on connecting pin. 18x5½x6½'' . **$6.95**

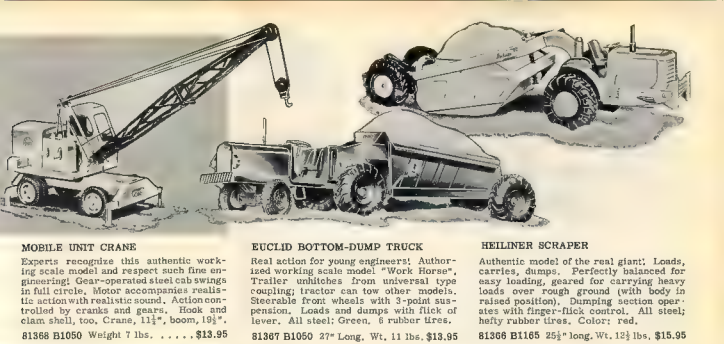


PAYLOADER and TOURNAHOPPER . . . Heavy Gauge Steel

Scale-size models of machines your "sidewalk'' engineer watches by the hour! Husky treaded tires for on-the-double pulling.

Payloader digs, loads, carries materials, bulldozes, hoists, pulls, removes snow. Crank raises full bucket; trips catch to dump.
81070 B555 Steerable Front Wheels. Size: 18x7x7 5/8'' . . **$7.95**

Tournahopper has front power unit double-pivoted to hopper, turns and shakes across rough ground. Slide dump gates empty hopper.
81071 B555 Spring latch operates gates. Size 22½x5½x6½'' . **$7.95**



MOBILE UNIT CRANE

Experts recognize this authentic working scale model and respect such fine engineering! Gear-operated steel cab swings in full circle. Motor accompanies realistic action with realistic sound. Action controlled by cranks and gears. Hook and clam shell, too. Crane, 11¼", boom, 19½".

81368 B1050 Weight 7 lbs. $13.95

EUCLID BOTTOM-DUMP TRUCK

Real action for young engineers! Authorized working scale model "Work Horse". Trailer unhitches from universal type coupling; tractor can tow other models. Steerable front wheels with 3-point suspension. Loads and dumps with flick of lever. All steel: Green. 6 rubber tires.

81367 B1050 27" Long. Wt. 11 lbs. $13.95

HEILINER SCRAPER

Authentic model of the real giant! Loads, carries, dumps. Perfectly balanced for easy loading, geared for carrying heavy loads over rough ground (with body in raised position). Dumping section operates with finger-flick control. All steel; hefty rubber tires. Color: red.

81366 B1165 25½" long. Wt. 12½ lbs. $15.95

LIVESTOCK VAN MODEL

The first actual scale model of America's most popular cattle truck! Heavy steel, with 14 heavy duty truck tires on plated steel wheels; retractable stand type. Tandem real axle, farm red color. So well-designed, has as much appeal for adults as children. 8¾x6¼x22½" long.

81057 B495 Retail Price $6.98

TRANSPORT TRAILER

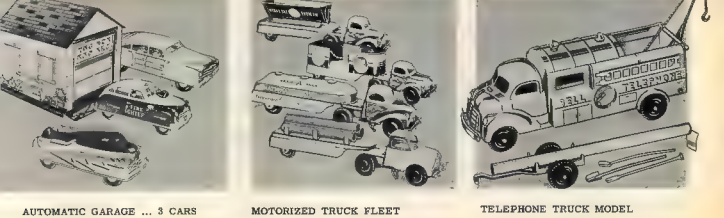
All-steel construction with blue cab, red trailer, natural aluminum chassis. Rear doors open. Trailer is reinforced with 14 gauge stakes. Retractable dolly wheels, 14 rubber wheels. Floating tandem duals. No action-minded boy could fail to be fascinated! 5½x7½x21½" long.

81330 B425 Retail Price $5.95

"ALLIED" VAN ... MODEL MOVER

Exclusive authorized reproduction in miniature—recommended equipment for "Allied" agents! Heavy steel construction with retractable stand wheels and locking rear doors. Ten big rubber truck tires mounted on plated steel truck wheels. Orange baked enamel finish. 8¾x8¼x23½"

81058 B425 Retail Price $5.95



AUTOMATIC GARAGE ... 3 CARS

Attractive suburban style metal garage is equipped with automatic vertical-operating door. Landscaping and roof painted on. 10" long, 8" wide, 7½" high. Holds station wagon, Fire Chief's car, with siren, and exciting space rocket car that sparks! All have guaranteed friction motors.

81059 B280 Garage Set $3.98

MOTORIZED TRUCK FLEET

Four realistic tractor type trucks haul everything from logs to milk, from dirt to all kinds of freight! Friction motor is bonded, for his guaranteed pleasure. Tractor and trailer together measure 32" high by 12½" long. Wheels are hard rubber, molded to look like heavy tires.

81228 B350 Truck Fleet $4.98

TELEPHONE TRUCK MODEL

Removable boom in rear. Rope and hook are raised and lowered by crank. Top of truck slides back to cover open half in rear. Plastic ladder fastens to side of truck. 3 bright metal digging tools. Red metal trailer has 11" pole, black rubber wheels (dual in rear). Olive green.

81023 B298 Retail Price. 12½ in. $4.29

America's First, Finest Anodized Aluminum "Hostess-Ware"

Heller's Sensational COLORAMA SERVING AIDS

. . . NOW MORE POPULAR THAN EVER!

HELLER Hostess Ware

Guaranteed by Good Housekeeping

Superbly Styled and Color Anodized

color scientifically fused into quality aluminum for enchanting brilliance in Heller's modern anodizing plant

WITH ICE GUARD

WITH ICE GUARD

No. 2274HW532
"HOSTESS" 7-piece COLORAMA BEVERAGE SET. Drinks look better, taste better in this gorgeous Set. Stirring 2-qt. Pitcher in gold chartreuse green or red, and 6 beautiful 12-oz. Tumblers, each in a different anodized color. Sug. Retail $8.00

No. 2279HW26/
"HOSTESS" COLORAMA 2-qt. PITCHER. Charming y designed aluminum Pitcher in sparkling Coloroma colors makes any beverage a party serv ce Go d, chartreuse green, red. Sug. Reta l $4.00

No. 2278HW424
"HOSTESS" 4-p ece COLORAMA TUMBLER SET Unbreakable, lightweight 12-oz. Aluminum Tumblers. Handsome y shaped and smoothly finished. Concave bottoms prevent stick ng. 8 assorted anodized colors, in smart se f-selling transparent acetate tube. Sug. Reta l $6.50

No. 2280HW184
"HOSTESS" COLORAMA SERVING TRAY. Beautifully embossed design and scalloped edge make this 14½" aluminum Tray a most striking hostess accessory. Go d, chartreuse, green, red. Sug. Retail $2.75

No. 2239HW220
"HOSTESS" 4-p ece COLORAMA TUMBLER SET. Set of 4 assorted colors same as above, 12 oz. size in smart self-se ling transparent acetate tube. Sug. Reta l $3.30

No. 2276HW467
"HOSTESS" COLORAMA BIG APPLE ICE VAULT. Smart novel, apple-shaped design aluminum Ice Vault keeps 2 trays of ice cubes solid for hours. Completely insulated with fibre glass. Colors: gold, green, red. Sug. Reta $7.00

No. 2277HW267
"HOSTESS" 4-piece COLORAMA COPPER STEIN SET. Sparkling 12-oz. anodized copper Steins are smart for iced drinks, small potted plants. Decorative accessories for dens, recreation rooms. Sug. Retail $4.00

PLEASE GROUP YOUR SMALL ORDERS

No. 2340HW200
"HOSTESS" 5-pc COASTER or ASH TRAY SET, in 8 smart anodized aluminum colors. Packed in beautiful self-selling gift box. Sug. Reta l $3.00

LARGE SIZE 16-oz. 8-piece Anodized Aluminum TUMBLER Set

The Perfect Tumbler for Iced Tea, Iced Coffee, Frosted Drinks!

No. 2341HW533
"HOSTESS" 16-oz. 8-p ece TUMBLER SET. These big, full-size tumblers serve sparkling drinks in grand sty e. They're smartly designed and brilliantly colored in brilliant Coloroma shades. Unbreakable, lightweight, alcohol and stain resistant. Concave bottoms prevent sticking. 8 assorted anodized colors in beautiful self-selling transparent acetate gift tube. Sug. Retail $8.00

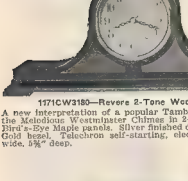
No. 2342HW263
"HOSTESS" 4-piece COLORAMA TUMBLER SET. Set of 4 assorted colors same as above 16-oz. size, in self-se ling transparent acetate tube. Sug. Retail $4.25

No. 2275HW208
"HOSTESS" COLORAMA WHISTLING TEA KETTLE. It whistles at it summons! It sings. Glamorous anodized aluminum in red, green or copper, with coo. black plastic handle and knob. 2½-qt. size. Sug. Reta l $3.00

BENNETT BROTHERS, INC. • SERVICE FOR OVER FIFTY YEARS

Revere and Herschede Chiming Clocks

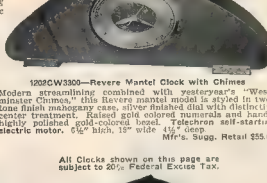
A Selection of Distinguished Clocks chosen for their *Quality*, fine *Craftsmanship*, *Dependability of Performance* and *Lasting Beauty*. They endow the homes they grace with aristocratic distinction, elegance and gracious charm.



1171CW3180—Revere 2-Tone Wood Clock with Chimes

A new interpretation of a popular Tambour style. Mantel Clock with the Melodious Westminster Chimes in 2-tone case of Mahogany with Bird's-Eye Maple panels. Silver finished dial with raised bronze figures. Gold bezel. Telechron self-starting, electric motor 8¾" high, 13½" wide, 5⅝" deep.

Mfr's. Sugg. Retail $53.00



1202CW3300—Revere Mantel Clock with Chimes

Modern streamlining combined with yesteryear's "Westminster Chimes," this Revere mantel model is styled in two-tone finish mahogany case, silver finished dial with distinctive center treatment. Raised gold colored numerals and hands, highly polished gold-colored bezel. Telechron self-starting electric motor. 6½" high, 18" wide, 4½" deep.

Mfr's. Sugg. Retail $55.00

All Clocks shown on this page are subject to 20% Federal Excise Tax.

1165CW2820—Revere Clock with Chimes

Beautiful smartly styled oval-faced low Tambour Clock with famous Westminster chimes. Mahogany case with mahogany finished center on silver finished dial. Gold bezel. Telechron self starting, electric motor 8⅝" high, 16½" wide, 4½" deep

Mfr's. Sugg. Retail $47.00

1265CW3000—Revere Traditional Clock

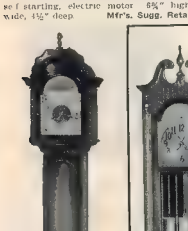
This handsome mantel clock in the traditional style harmonizes with good living and design. It has an exquisite Mahogany case, silver finished dial with raised center, black Roman numerals, gold hands, and a highly polished gold color bezel. The Westminster Chimes sound every quarter hour in deep, soft tones. Telechron self-starting motor 10" high by 7" wide.

Mfr's. Sugg. Retail $70.00

1166CW3900—Revere Clock with Chimes

Graceful oval face low Tambour Mantel Clock with Westminster Chimes. Mahogany case with Bird's Eye Maple panels. Satin silver finished dial raised numerals gold bezel. Telechron self-starting electric motor. 6" high 23½" wide, 5¼" deep.

Mfr's. Sugg. Retail $65.00



1167CW1310—"Millicent" Grandmother Electric Clock by Revere

A beautiful and unusual clock which will make a priceless possession for any home. Two-tone, Mahogany finish Honduras Mahogany Cabinet with gold finished dial, bright scrolls, silver numerals circle. Westminster Chimes sound full 16 note melody on the hour plus the quarter hour chimes. Telechron self starting electric motor. 76 high 14¾" wide 8¾" deep F.O.B. Cincinnati. Factory Ship wt 42 lbs.

Mfr's Sugg. Retail $105.00

1175CW30740—Same as above with Westminster chimes only Five Tubular Bells F.O.B. Cincinnati factory. Shipping weight 360 lbs.

Mfr's. Sugg. Retail $630.00

"HERSCHEDE CLOCKS"
LOVELY CHIMES
AUTHENTIC DESIGNS
8-DAY MOVEMENTS

The Well-Loved Music of Deep-Toned Cathedral Chimes

Reproduced on deep-toned tubular bells. Chimes every quarter hour, half hour and on the hour. The masterly period designs are authentically correct. Cases are finish wood of fine Honduras Mahogany hand rubbed to a softly glowing medium shade of brown. Richly finished Dials. The Moving Moon Dial shows phases of the lunar month. Movements run eight days and operate by three train, cable wind weights.

Available with Westminster Chimes or combination of Westminster, Cathedral and Whittington

1174CW40020
Herschede Chiming Floor Clock

Colonial Style authentically reproduced fine Honduras Mahogany case has beaded columns and overlay trim, glass sides 8-Day key wind movement plays Westminster, Canterbury and Whittington chimes. Nine Tubular Bells strike quarter hours on 4, 6 or 8 bells with deep toned bell for hour strike. Ht. 86" Width 20¼" Depth 12". F.O.B. Cincinnati factory

Shipping wt 385 lbs.

Mfr's. Sugg. Retail $690.00

1178CW54230
Herschede Chiming Floor Clock

Georgian Style will lend grace and dignity to any room it graces. Beautifully executed styling in every detail. Handsome Mahogany Cabinet with Satinwood trim. Chime sides panels. 8-day key wind movement. Has Westminster, Canterbury and Whittington chimes. Nine Tubular Bells strike quarter hours on 4, 6 or 8 bells with deep toned bell for hour strike. Ht. 78". Width 21". Depth 13". F.O.B. Cincinnati factory. Shipping wt. 400 lbs.

Mfr's. Sugg. Retail $935.00

1177CW44950—Same as above with Westminster chimes only Five Tubular Bells F.O.B. Cincinnati factory. Shipping wt 380 lbs.

Mfr's. Sugg. Retail $775.00

1264CW18850—"Girard" Grandfather Electric Clock by Revere

Traditionally beautiful — a clock that will complement any setting. Honduras Mahogany Cabinet. Graceful columns. Westminster Chimes on Symphonic Chimetone Rods sound full 16 note melody on the hour plus the quarter-hour chimes. Satin gold finished dial, bright scrolls. Telechron self-starting electric motor. 74¼" high, 19" wide, 10½ deep. F.O.B. Cincinnati Factory. Ship wt 225 lbs.

Mfr's. Sugg. Retail $325.00

I AM "BUBBLES"

BABY "BUBBLES"

She looks like a baby . . . she cries like a baby . . she's dressed like a baby right down to her felt booties. Under her down-trimmed snuggle-suit of washable terry-cloth, Bubbles' stuffed body is a cuddly lap-full for a little girl. Her vinylite face and hands can be washed. (Doesn't that bonnet make a sweet ruffly frame for her face?) Bubbles' pastel suit is colorfast . . . the bonnet ruffles and all her ribbons are mercerized satin.

81936 B425 "Bubbles". 18" tall $6.00
81938 B780 "Bubbles". 28" tall 11.00

SNOOZIE TWINS

So soft and sleepy-sweet . . . if you can tell them from real babies, send them back to us! Pick up one small Snoozie and rock her . . . she feels just like a fat little "newie" and before you know it you'll be patting her pink fist against your cheek. Baby-real to the last "bracelet" and funny little frown-bump, these twins have latex rubber bodies and legs, movable arms and heads (that feel "soft" like those of the week-old models)! Dressed in flannel-trimmed gowns and diapers.

81939 B425 Twins. 11" tall. Cuddled in one blanket . $6.00

Tiny Tears

" My dolly cries with real, wet tears" she'll exclaim, and every little girl will be sure the fairies brought talented "Tiny Tears" . . . a dolly real as baby sister! Not only do big tears run down her pretty pink cheeks, but you can hear her cry too! Fascinated little mothers will spend hours drying her tears, making her sleep and wake (her long-lashed blue eyes open and close) feeding her, pacifying her . . changing the dydee and bathing "Tiny Tears" plump, realistically-molded rubber body! And, that's not all . . . this marvelous baby doll can even blow big soap bubbles with her very own bubble pipe.

"Tiny Tears" can do so much that your child will spend endless, over-enchanted hours playing with this amazing doll and grow to love her more every year. Lucky little mother . . . her "baby" won't grow up.

81964 B420 Tiny Tears, 11½" tall. With Layette only $5.98
81965 B560 Tiny Tears, 13" tall. With Layette only . 7.98
81966 B695 Tiny Tears, 16" tall. With Layette only . 9.98

Tiny Tears with Fur Wig, Layette and Suitcase.

81967 B695 Tiny Tears, 11½" tall $9.98
81968 B840 Tiny Tears, 13" tall 11.98
81969 B1180 Tiny Tears, 16" tall 16.98

Effanbee Dy-Dees

Bless her doll-baby heart, Dy-Dee not only drinks from a bottle and sips from a spoon or straw . . . she even blows real soap bubbles from her own little bubble-pipe! Your little girl can bathe Dy-Dee's soft latex body to her heart's content . . . no water gets inside. Dy-Dee's unbreakable plastic head is topped with a shampoo-able lambskin wig . . and those cunning little ears are flexible and can be cleaned with Q-tips. Cries, sleeps, too!

LAYETTE . . for each Dy-Dee Doll includes: lace-trimmed organdy dress, lawn slip, pair of white knit rayon socks, white baby shoes, sponge, bottle with nipple, bubble-pipe, feeding spoon, drinking straw, Q-tips, pacifier, instruction book.

Dy-Dee Doll in Gift box. Her bonnet is organdy to match her dress. She has a pair of flowered flannel pajamas . . . powder puffs and bubble bath powder, too. Box tied with satin bow.

81943 B840 Dy-Dee with layette. 13" tall $12.00
81944 B1360 Dy-Dee with layette. 15" tall 19.45
81945 B1850 Dy-Dee with layette. 20" tall 26.85

Dy-Dee Doll in Suitcase. The suitcase is a substantial piece of luggage, made on a wood frame with a plastic carrying handle. Dy-Dee is wrapped in a blanket, tied with a ribbon. Layette includes a broadcloth matching bonnet, bib, soap and washcloth.

81946 B2650 Dy-Dee with layette and suitcase. 21" tall $37.50

ROMPER TODDLER . . . 22 inches tall

Perfect companion for a very young child, this immensely appealing doll is like a lovable tot at the toddling age - and just as cuddly. Real-life arms and legs are of soft vinyl plastic; adorable head is plastic, face delicately hand-painted, mouth open and yawning. Glassene eyes can close their long-lashed lids and go to sleep. Voice can cry, like a fretful baby. Short, baby curls of "Saran" can be washed and curled again and again. Cuddly, soft body stuffed with select cotton. Dressed in rompers, shoes and stockings all ready to romp and play with the lucky little mother who finds her under the Christmas tree or on a "Happy Birthday" morning

81951 B775 Romper Toddler, 22". **$10.95**

FAIRY SKIN HEARTBEAT DOLLS

This life-like doll will be as enthralling as a real-life playmate. Move her and her little heart beats beneath the soft, flexible, realistic Vinyl plastic body that can be washed, powdered, perfumed. Her beautiful Saran hair (firmly anchored in head--not just sewn to cloth) can be washed, combed, curled and waved. (She has her own plastic curlers!) Head turns in any direction, arms are swivel jointed at the shoulders. She has sleeping eyes and a coo voice. Lovely Ninon dress, cotton undies, shoes and sox, beautiful matching bonnet.

81952 B675	Heartbeat doll, 18"	$ 9.50
81953 B960	Heartbeat doll, 23"	13.50
81954 B1175	Heartbeat doll, 28"	16.50

FAIRY SKIN LITTLE GIRL DOLL

Lovable doll made of Fairy Skin vinyl plastic that feels like flesh to the touch, fingers that are actually flexible! Her Saran "hair" can be shampooed and curled as often as her little mother likes . . . is firmly anchored in head -not just sewn to cloth . . . can be arranged in an endless variety of "hair-dos". (Instructions for shampooing and hair-dos included) Beautiful long-lashed sleeping eyes. Dainty ringlet coiffure and bangs are topped by a charming straw hat. Dressed in a beautiful embroidery-trimmed crinkay dress, with sox and plastic shoes. She speaks in a gentle coo voice . . . stands 21 inches high. Pride and joy of your lucky little girl.

81955 B925 Fairy Skin doll, 21" **$12.95**

MOMMY'S BABY

You can certainly tell she's Mommy's darling from the way she's dressed! She wears a White ninon dress with satin ribbon sash and rosebuds at the waist. Her bonnet ties under her chin with satin ribbons. Slip and panties are White lawn; White turned-sole baby shoes, rayon knit socks. She's soft to touch, in satin-skin Latex, with pure foam rubber stuffing that makes her completely washable. Her arms and legs move freely and she says "mommy" clearly. Her tousle wig can be combed, brushed, and cleaned with a damp cloth. Go-to-sleep eyes.

81947 B710	Mommy's Baby, 15"	$ 9.98
81948 B1065	Mommy's Baby, 22"	14.98
81949 B1345	Mommy's Baby, 26"	18.98

BOY DOLL

For the little mother who likes a variety of children, the Boy Doll makes a small world much more complete. This one has an easily cared-for Latex body, stuffed with foam rubber. He can be bathed as often as he needs it, without losing his color and softness. The jointed arms and legs keep him as play-active as a real boy. The plastic head has moving eyes, real lashes, and a little boy voice. He's dressed in comfortable knit shirt and pants. Shoes and socks can be removed for pretend fishing ventures. He's just as much fun to make clothes for as girl dolls, and if there's a little boy on your list, he'd love Boy Doll for a playmate!

81933 B425 Boy Doll, 19". **$5.98**

FAIRY SKIN BABY with SARAN WIG

The little girl with artistic bent can fix this dollie's beautiful Saran "hair" any way she wishes. She can wash it as often as she pleases, put it up in an endless variety of "hair-dos" (Vinyl curlers and instructions included); hair is actually attached to the scalp--not just sewn to cloth. "Fairy Skin" body is soft and warm to the touch, fingers are flexible, just like real! Lovely pink Ninon dress is lace-trimmed, baby wears a sweet ruffled bonnet, little white shoes and socks. "Fairy skin" babies' pretty glassene eyes close for deep sleep, and have real lashes. Soft coo voice.

81956 B425	Fairy Skin Baby, 16". .	$5.98
81957 B565	Fairy Skin Baby, 20". .	7.98
81958 B710	Fairy Skin Baby, 23". .	9.98

Saran curls

Fun to wash, comb, curl and recurl! Low-Priced, too

1. 24-IN. "PATTIE" CRYING BABY. Blonde Saran hair (curlers incl.). Plastic head with open mouth, teeth, tongue, lashed go-to-sleep glassene eyes. Washable latex arms, legs. Soft cloth body. Blue embossed taffeta jumper, White blouse, matching bonnet. Rubber panties, shoes, socks.
35 Y 5146E—Wt. 5 lb.... **4.98**

2. 27-IN. LIFE-SIZE 'JUDY' Latex arms, legs. Cry voice, washable Saran hair (curlers incl. Plastic head has open mouth, teeth, tongue, long-lashed sleeping glassene eyes. Cloth body. Blue ninon dress, Pink-and-White trim, matching bonnet. Slip, rubber panties, shoes, socks
35 Y 5121E—Wt. 6 lb.. . **6.98**

DOLL-LAND BARGAINS

3. 18-IN. BABY "JUNIE." Bundle of joy with thick blonde mohair curls! Composition head, cry voices, sleeping lithographed metal eyes. Arms, legs are lifelike latex Soft body. Yellow organdy frock, bonnet, White lace trim effect. Slip, rubber panties, stockings, and shoes
352 Y 5105—1 lb. 14 oz.. **2.89**

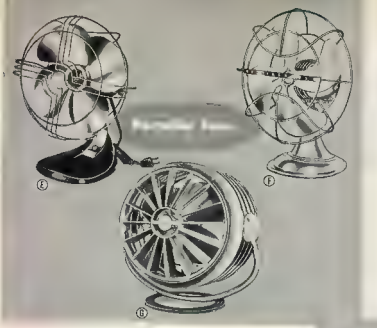
4. 24-IN. SWEET "TINA" is a wonderful buy! Plastic head, curly mohair wig, cry voice. Open mouth shows teeth and tongue. Sleeping glassene eyes with lashes Cuddle-soft cloth body, latex arms, legs. Pink-and-White dress, Pink bonnet. Rubber panties, shoes, socks.
35 Y 5143E—Wt. 5 lb.. . **3.98**

5. 15-IN. LOVABLE "LOU ANN." Here she is in her Sunday best! Rustling Red taffeta dress, White organdy, a Red bonnet to match, with White lace-like frosting. Sparkling painted eyes on a well-formed, sturdy composition head. Soft cloth body Shoes and socks.
352Y5021—Wt. 1 lb. 8 oz **1.79**

6. 16-IN. "DIANE" says "MAMA!" A real wonder-value darling! Lovely blonde mohair curls, go-to-sleep eyes with thick lashes. Lifelike latex arms, legs Soft body, composition head. Blue organdy frock, lace-edged bonnet. White slip and socks, plastic panties, Blue shoes
352Y5140—Wt. 1 lb. 6 oz **1.99**

Aldens Easy Pay Plan—p. 309

Electric FANS



(E) JACK FROST OSCILLATING FANS . . . KM Motor

Available in 10 ' (500 CFM) or 12'' (875 CFM) sizes. Both models have adjustable oscillator, rotary on-off switch, heavy wire safety guard. Tan hammerloid finish. Both powered with the famous KM Power-Flo Motor. A. C.

84873 B1130 (10'') 500 cu. ft. air per minute $16.95
84880 B1464 (12'') 875 cu. ft. air per minute 21.95

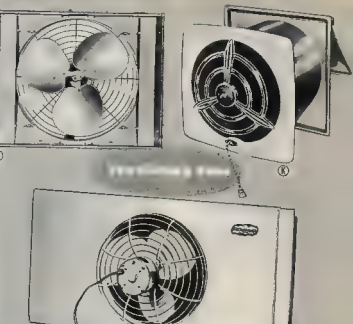
(F) "LIVELYAIRE" OSCILLATOR -- by Westinghouse

Induction-type motor. Polished aluminum blades. A. C.
84879 B1170 (10'') 580 CFM Single Speed $16.95
84881 B1860 (12'') 820 CFM 2-Speed 26.95

(G) 16" WHIRLAIRE 2-SPEED FANS . . . by Westinghouse

The world's newest and finest long-range air circulator. The Air-Jet Vanes concentrate air stream for double the normal penetration. The specially designed Air-Injector Rings increase capacity 40%. Micarta blades. 2-speed Westinghouse capacitor motor. A.C. 1970 CFM max. del.

84886 C5172 Table Model. 1970 CFM max. del. . . $74.95
84887 C6207 Pedestal Model. Adjusts to 81'' high . . 89.95



(H) KM "KOLDAIRE" VENTILATING FANS . . . 2 Speed

Placed on bedroom window sill -- or living room floor this powerful fan pulls in cool air or exhausts stagnant air in a jiffy . . . ideal to dry out a damp basement! 16'' two speed fits windows 27-33'' wide, 6-ft. cord. 20'' two-speed fits windows 29-38½'' wide, 8-ft. cord. A. C.

84874 C2663 (16'') 1740 cu. ft. air per minute . . . $39.95
84875 C3397 (20'') 3200 cu. ft. air per minute 50.95

(K) NUTONE VENTILATING FANS . . . Wall or Ceiling

Install it with a screwdriver! Removes easily to clean inner sleeve. 10'' blades deliver 1000 cu. ft. air per minute. Motor unconditionally guaranteed for 5 years. Chain pull switch. White enamel and chrome. AC.

84872 C2550 10'' Wall Fan (fits walls 5 to 10'' thick) $36.50
84882 C2930 10'' Ceiling Fan (fits 2x4'' construction) 40.40

(L) ADJUSTABLE "FRESH-AIR MAKER" WINDOW FANS

3-hefty blades blow out every smidge of stale heat and "pull in" cool fresh air from outside! Use in lower or upper half of window -- or in any high-up opening. 10'' fits 24-37'' frame; 12'' fits 27½-41½'' frame. 7-ft. cord. AC only.

84894 C1300 (10'') 800 cu. ft. air per minute . . . $19.50
84895 C1665 (12'') 1280 cu. ft. air per minute 24.95

(M) 12" KISCO FLOOR CIRCULATOR . . . Model MUC

Low in price . . . tops in cooling comfort! Designed for quiet "draftless" operation with enclosed mechanism to protect tiny fingers! Stands 12'' high -- 13'' in diameter. Solid as a rock. Metallescent Green finish. AC only.

84870 C1750 (12'') 3100 cu. ft. air per minute . . . $24.95

(N) DEBONAIRE by WESTINGHOUSE

Enjoy refreshments in air cooled comfort! Debonaire's Air Jet Vane action and Air Injector Rings deliver more air, just where you want it, without annoying draft . . . Lightweight so that it can be moved easily from room to room yet extremely durable. Lightweight steel . . . Dark maroon finish, resistant to stain, alcohol, burns. 10'' Micarta blades. Ultra quiet. AC.

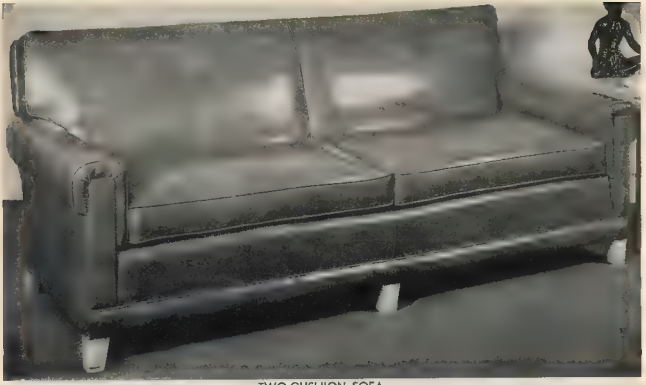
84883 C2412 (10'') 1690 cu. ft. air per minute . . . $34.95

(P) 12" DELUXE AIR FLIGHT CIRCULATOR . . by Welch

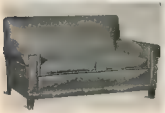
Built-like-a-bridge base -- will support 20 times its own weight! Aerodynamic design in lightweight plastic . . . teardrop shaped louver rings direct the flow of cooling air to every corner of room. 3 cooling speeds in foot-operated switch. 5-year motor guarantee. A. C.

84884 C3378 (12'') 4500 cu. ft. maximum delivery $49.95

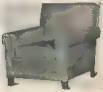
14'' high, 15'' diameter. Four overlapping blades. Mahogany and Buff finish.



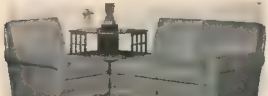
TWO-CUSHION SOFA



TWO-CUSHION LOVE SEAT

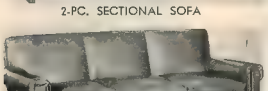


ARM CHAIR



3-PC. SECTIONAL SOFA

2-PC. SECTIONAL SOFA



THREE-CUSHION SOFA

Kenmar FURNITURE UPHOLSTERED IN MIRACLE *Boltaflex* OR U.S. RUBBER CO. *Naugahyde*

Ideal for the • HOME • OFFICE • LIBRARY • RECEPTION ROOM • HOTEL • INSTITUTION

Kenmar All-Purpose Furniture upholstered in *Boltaflex*—the all plastic material that is practical as well as beautiful, or *Naugahyde*—the new material containing all the essential qualities necessary for perfect performance. Specify Blonde or Mahogany finish for legs. Boltaflex colors: Red, Green, Brown, Chartreuse, Blue, Grey, Tan, Yellow, Ivory, or Beige. Naugahyde colors: Forest Green, Olive Green, Chartreuse, Brown, Red, Yellow, Ivory, Tan, or Grey. F.O.B. Ohio Factory.

	Sugg. Retail
TWO CUSHION SOFA: Length 80", Depth 22", Height 33", Length between arms 53". Shipping wt. 185 lbs.	
7764FW11815—Boltaflex Upholstery	$189.00
8994FW13875—Naugahyde Upholstery	222.00
TWO CUSHION LOVE SEAT: Length 58", Depth 22", Height 33", Length between arms 31". Shipping wt. 125 lbs.	
7765FW8595—Boltaflex Upholstery	137.00
8995FW10250—Naugahyde Upholstery	164.00
ARM CHAIR: Width 32", Depth 22", Height 33". Shipping wt. 90 lbs	
7254FW8845—Boltaflex Upholstery	93.50
8996FW8940—Naugahyde Upholstery	111.00
3-PIECE SECTIONAL SOFA. Left End and Right End Sections: Length 30", Depth 22", Height 33". Overall Depth 36". Shipping wt. 90 lbs. each. **Center Section:** Length 24", Depth 22", Height 23", Overall Depth 36". Shipping wt. 80 lbs.	
7766FW8565—Left End Section with Boltaflex Upholstery	89.50
8997FW8585—Left End Section with Naugahyde Upholstery	105.00
7768FW8585—Right End Section with Boltaflex Upholstery	89.50
8998FW8605—Right End Section with Naugahyde Upholstery	105.00
7767FW4910—Center Section with Boltaflex Upholstery	78.50
8999FW5815—Center Section with Naugahyde Upholstery	93.00
2-PIECE SECTIONAL SOFA: Length of each section 41", Depth 22", Height 33". Overall Depth 36". Shipping wt. 100 lbs. each	
7769FW8125—Left Arm Half Sofa with Boltaflex Upholstery	110.50
9000FW8125—Left Arm Half Sofa with Naugahyde Upholstery	130.00
7770FW8010—Right Arm Half Sofa with Boltaflex Upholstery	110.50
9001FW8125—Right Arm Half Sofa with Naugahyde Upholstery	130.00
THREE CUSHION SOFA: Length 80", Depth 23", Height 33", Length between arms 57". Shipping wt. 185 lbs.	
7771FW11815—Boltaflex Upholstery	189.00
9002FW13875—Naugahyde Upholstery	222.00

All Items F.O.B. Ohio Factory. Be sure to specify wood finish and upholstery color.

Nationally Advertised in *LIFE, House Beautiful* and *Good Housekeeping*

Grille Knives and Forks have longer handles, shorter blades (in open stock only).

KING EDWARD Silverplate

What compliments you'll collect for your good taste when you set your table with gleaming King Edward Silverplate. You have a choice of three radiantly lovely patterns . . each magnificently detailed, deeply sculptured. Every piece is beautifully balanced and luxuriously silverplated . . . and most-used pieces have an extra overlay of pure silver at points of greatest wear. Hollow handle knives have mirror-finished, forged stainless steel blades. All King Edward Silverplate is backed by an Unlimited Service Guarantee. The deluxe hardwood chest that comes with each set is specially lined . . . to keep your silver tarnish-free!

. . . Choice of 3 Patterns

53-Piece Service for 8. Specify Pattern

16 Teaspoons	8 Salad Forks
8 Dinner Knives	2 Tablespoons
8 Dinner Forks	1 Butter Knife
8 Cream Soups	1 Sugar Shell

1 Pastry Server
In Deluxe Hardwood Chest

10501 A2850 Service for 8; in Chest **$47.50**

104-Piece Service for 12. Specify Pattern

24 Teaspoons	1 Gravy Ladle
12 Dinner Knives	1 Cold Meat Fork
12 Dinner Forks	1 Berry Spoon
12 Cream Soups	1 Sugar Shell
12 Salad Forks	1 Butter Knife
12 Iced Teaspoons	3 Tablespoons

12 Butter Spreaders
In Deluxe Hardwood Drawer Chest

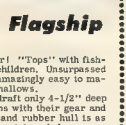
10502 A5680 Service for 12; in Chest **$94.50**

OPEN STOCK . . . Prices are Each

Hollow-handled dinner and grille knives have mirror finished forged stainless steel blades. Specify: King Edward, Moss Rose, or Holiday . . . all are the same price!

10503 A23	Teaspoon	$ .38
10504 A150	Dinner Knife	2.50
10505 A45	Dinner Fork	.75
10506 A150	Grille Knife	2.50
10507 A45	Grille Fork	.75
10508 A45	Salad Fork	.75
10509 A45	Cream Soup Spoon	.75
10510 A45	Ind. Butter Spreader	.75
10511 A45	Oval Soup Spoon	.75
10512 A45	Iced Drink Spoon	.75
10513 A45	Oyster Fork	.75
10514 A45	Butter Knife	.75
10515 A45	Sugar Spoon	.75
10516 A60	Tablespoon	1.00
10517 A90	Gravy Ladle	1.50
10518 A90	Cold Meat Fork	1.50

As sailboat or canoe air tubes in hull make it unsinkable--practically impossible to tip!



stows away in car trunk

Klepper "AERIUS" Flagship

Unsinkable -- almost impossible to tip over! "Tops" with fishermen, hunters, campers--safe enough for children. Unsurpassed stability on rough water, surf, rapids . . . amazingly easy to maneuver among obstacles in marshes and shallows.

17-ft. 1" long, 35" wide, with shallow draft only 4-1/2" deep . . . yet it loads 2000 lbs, -- 2 or 3 persons with their gear and complete sailing equipment! Its canvas and rubber hull is as tough as a truck tire--rugged seasoned mountain ash frame.

Easy to assemble in 10 minutes . . . tight enough to pack into 3 carrying bags (weighing less than 20 lbs. each) for easy portability! Take it on plane or train -- stow it in your car.

Silverflex hull and deck in ultramarine blue. All parts resistant to rust and salt water -- never needs paint . . . no hauling, docking or storage fees! (Park it in any handy closet at home.)

Complete with: 2 double-blade paddles, 4 carrying bags, 2 utility bags, 2 plywood seats with swivel back rests, metal back and stern ends, metal snap locks, mast bracket, flag stick, pulleys, clamps. Sailing Equipment includes: mast, boom, gaff, mainsail with battens, jib, lee boards and crossbar, foot pedal rubber, cables, ropes. Instruction manual included. From New York.

80582 D27950 Aerius Foldboat complete. Wt. 112 lbs. . **$348.50**

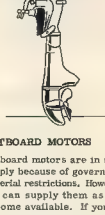
Write for Free Literature on

BOATS • MOTORS • TENTS

Send Your Name and Address and specify Merchandise you want

PLYWOOD AND CEDAR STRIP BOATS

If you're looking for a boat for fishing or cruising . . . to be used with oars or an outboard motor, send us a description of the size and type of boat you want, and the approximate amount you wish to pay. We also carry knock-down boat kits with which you can build your own boat at a considerable saving. Write us for complete descriptive information and prices.



OUTBOARD MOTORS

Outboard motors are in short supply because of government material restrictions. However, we can supply them as they become available. If you are in the market for an outboard motor, write us the type and size motor you need and we will let you know what is available and we will also send you full descriptive literature and prices promptly.

TENTS

Whether you're looking for a tent to take on hunting, fishing or camping trips . . . or for tourist use, we can supply any type from crawl-in models to umbrella tents, wall tents and cottage tents. Write and tell us the kind of tent you are looking for and the size of the tent you want and we'll supply full descriptive information and prices.

PUNCHING BAG WITH PLATFORM

Sparring with this pro-type punching bag keeps you in fighting trim . . . builds a healthy body . . . co-ordinates muscles! Balanced 2-ply simulated leather bag is suspended from rawhide leather hanger in 18" diameter steel rebound ring. Complete with Universal joint swivel and hooks for attaching bag; hardwood braces.

80648 C575 Retail Price **$8.50**

BOXING GLOVES -- 2 PAIRS TO SET

Three sizes . . . starting with a set small enough for your 6-year-old and his pal! Backs and thumbs of specially tanned glove leather. Deep laced and well-padded wrists. Filled with fabricated hair. Each set includes 2 pairs.

80647 B715	Lgs. (15-18 yrs.) 8-oz.	**$10.95**
80648 B585	Med. (10-14 yrs.) 8-oz.	**8.95**
80649 B475	Small (6-8 yrs.) 5-oz. .	**6.95**

"FROGMEN" SWIM FINS AND MASK

Used by U.S. Navy Underwater Demolition Teams ("Frogmen"), lifeguards, instructors. You swim 50% faster at once -- beginners learn in 3 hours or less! Soft green rubber fins, adjustable to shoe sizes 6 to 14½. Mask protects eyes and nose for underwater or surface swimming; 6" shatterproof plastic lens.

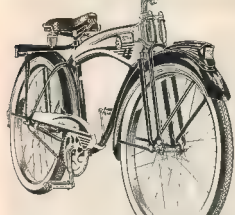
80828 B660 Swim Fins and Mask . **$9.50**

MONARK Bicycles

the new Super Deluxe MONARK

- New Design
- New Streamlining

INSURED
One year's insurance against fire and theft included in purchase price of Monark models only.



3059TW3368—Ladies' and Men's 26-inch Super Deluxe Model

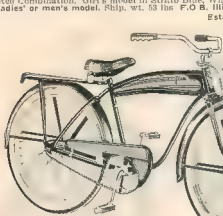
Has the modern styling and new colors that are exclusively Monark. Has rubber cushion point rear spring fenders and "Strato Lamp" headlight. Packed-gard chain guard. Pick-up parkline stand, chrome plated wheel rims, double bar girl's-like frame of heavy gauge steel makes this bicycle safe and swift. Sturdy racing type drop center bars. Men's model available in Maroon and Red, Black and Ivory, or Peacock Blue and Ivory. Ladies' model available in Chartreuse, Black and Gold, or Blue, White and Gold. Specify ladies' or men's model and color desired. Shipping weight 53 lbs. F.O.B. Illinois Factory.

Mfr's. Estab. Retail $69.95

Monark "Junior Deluxe"

2061TW4436—Ladies' and Men's 24-inch Models with the same sleek streamlined design, finish, super-strong frame and other quality construction features except in a smaller size. "Airflo" rear fender and luggage carrier. Whitewall balloon tires, chrome plated truss rods, guard rails on tank and saddle, and enclosed horn. Reinforced 17" frame, parking stand and chain guard. Boy's model in Maroon and Red Combination. Girl's model in Strato Blue, White and Gold. Specify ladies' or men's model. Ship. wt. 53 lbs. F.O.B. Illinois Factory.

Established Retail $59.92



New Rocket

3057TW4335—Ladies' and Men's 26-inch Models in beautiful new streamlined design with Air-style headlight, "Airflo" rear reflector, White wall balloon tires, and built-in tank and horn. Chrome Plated truss rods and wheel rims. Heavy duty luggage carrier, full length chain guard, Tan Vinyl Plastic saddle cover, and extra long, deep fenders. Parking stand and Super strong 18½" double bar style frame of heavy gauge steel tubing with reinforced frame head and crank hanger. Triple plate crown fork with Steel insert. Boy's model in Rustic Red. Girl's model Blue. All have attractive contrasting trim. Specify ladies' or men's model. Ship. wt. 59 lbs. F.O.B. Illinois Factory. Sugg. Retail $55.45

3174TW3369—Ladies' and Men's Semi-Equipped Model

Similar to above without tank, horn and luggage carrier and with Black rubber balloon tires. Specify ladies' or men's model. Shipping weight 52 lbs. F.O.B. Illinois Factory.

Suggested Retail $46.95

Shipped F.O.B. Chicago Factory

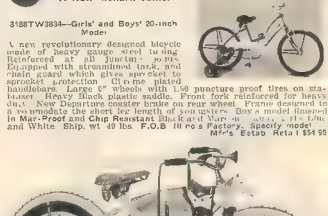
Chummy Chariot

A New Monark Junior

3188TW3834—Girls' and Boys' 20-inch Model

A new revolutionary designed bicycle made of heavy gauge steel tubing. Reinforced at all junctions. Coaster. Equipped with streamlined tank, and chain guard which gives sprocket to sprocket protection. Chrome plated handlebars. Large 6" wheels with 1.50 puncture proof tires on stabilizer. Heavy Black plastic saddle. Front fork reinforced for heavy duty. New Departure coaster brake on rear wheel. Frame designed to give irregular low short leg length of two inches. Boy's model finished in Mar-Proof and Chip Resistant Black Red Marine Blue and White. Ship. wt 49 lbs. F.O.B. Illinois Factory. Specify model.

Mfr's. Estab. Retail $54.95



Flying "A" Westerners

3146TW4562 Gene Autry Boy's and Girl's 24" Model

Another Monark Exclusive! Personally endorsed by that western favorite—Gene Autry. New Rodeo Brown finish. His big pony's head, "Jewelled" studded fenders, chainguard and saddle, pistol type horn, leather holster with silhouette, Cream Satin pistol, and two toned Chinese blanket make this model a favorite at once. Double bar type frame made of heavy gauge steel which makes safety and durability. Specify boy's or girl's model. Shipping weight 53 lbs. F.O.B. Illinois Factory.

Mfr's. Est. Retail $76.57

3147TW1458—Similar to above with 14 frame—20" wheels. Specify boy's or girl's model. Shipping weight 49 lbs. F.O.B. Illinois Factory

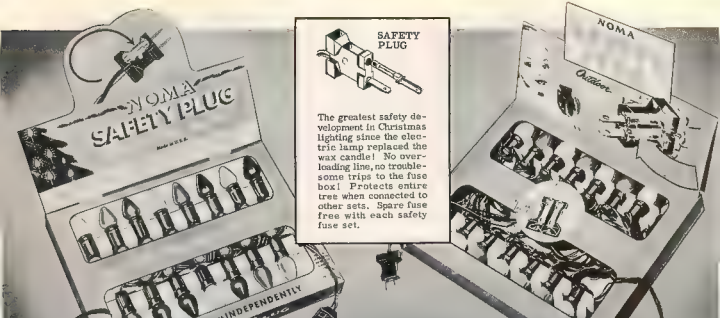
Mfr's. Est. Retail $67.85

Juvenile Size Rocket

3067TW4366—Girls' and Boys' 20-Inch Model that's just right for growin' ups! Same design and safety features. Double bar style frame of electrically welded steel tubing and reinforced joints. Double truss coil spring saddle. Chrome plated steel wheel rims and extra long chain guard. Triple plate crown tubular fork with steel insert. Non-skid balloon tires and "Jewel" type rear reflector. Girl's model in Blue, Ivory and Crimson. Boy's in Red with Ivory and Blue. Specify girls' or boys'. Ship. wt. 43 lbs. F.O.B. Illinois Factory.

Suggested Retail $43.95

Specify Model and Color When Ordering Bicycles



Noma Christmas Tree Lights

NOMA INDOOR TREE LIGHTS

Multiple Burning -- each lamp burns independently . . in sets of 7, 13 or 25 lamps with add-on connector and Noma Safety Plug!

81851 B186 7-Lite, C-7½ Indoor . . . $2.56
81852 B393 15-Lite, C-7½ Indoor . . . 5.41
81853 B617 25-Lite, C-7½ Indoor . . . 8.49

10 Replacement Bulbs in assorted colors
81854 B124 C-7½ Indoor Bulbs $1.52

For your Series-Burning Sets
10 Replacement Bulbs in assorted colors
81855 B67 C-6 Bulbs, 15V, Indoor .$0.82

TREE LIGHTS BY NOMA

Lights shown are Multiple Burning. If one bulb goes out, the rest remain lighted! Each bulb is an independent unit! All are equipped with add-on-connectors for attaching additional light strings. Noma patented Berry Bead feature fastens lamps upright and secure to tree branches. Washers keep lamps tight in their sockets, preventing short circuits. Colors in each set are assorted. Boxed for storage!

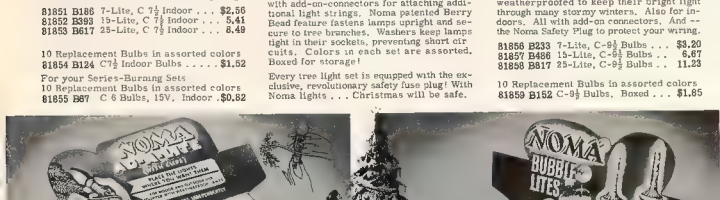
Every tree light set is equipped with the exclusive, revolutionary safety fuse plug! With Noma lights . . . Christmas will be safe.

NOMA OUTDOOR-INDOOR TREE LIGHTS

Light the way for Santa with a gaily decorated outside Christmas tree! These multiple-burning light sets are thoroughly weatherproofed to keep their bright light through many stormy winters. Also for indoors. All with add-on connectors. And -- the Noma Safety Plug to protect your wiring.

81856 B233 7-Lite, C-9½ Bulbs . . . $3.20
81857 B498 15-Lite, C-9½ Bulbs . . 6.67
81858 B817 25-Lite, C-9½ Bulbs . . 11.23

10 Replacement Bulbs in assorted colors
81859 B152 C-9½ Bulbs, Boxed . . . $1.85



AD-A-LITE SETS--Movable Tree Lights (Indoor-Outdoor)

Christmas tree lights you place anywhere on the cord! Just string the cord on your tree--place the lights (as many as 25 on the 12 ft. cord) wherever you want them--clip their sockets to the branches --and step back to admire the results. Ad-a-Lite sets are weatherproof for outdoor and indoor use, multiple burning . . . each lamp burns independently, if one goes out, others remain lit. Complete with add-on connector--and with the wonderful Noma Safety Plug!

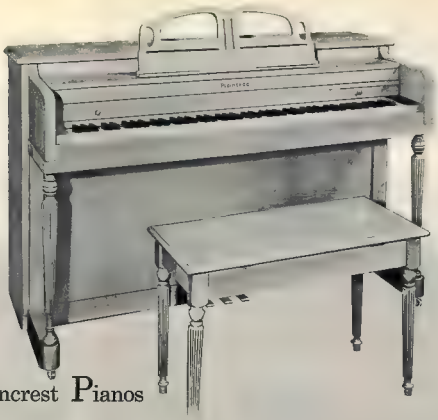
81860 B213 7-Lite, C-7½ Bulbs, 12 ft. cord $2.92
81861 B438 15-Lite, C-7½ Bulbs, 23 ft. 18 twin cord . . . 5.11
81854 B124 C-7½ Bulbs, 10 in assorted colors 1.52

NOMA BUBBLE-LITE LAMPS--GAY AND SPARKLING TOUCH!

Add fascinating animation to all your Christmas decorations! Here's how they work -- each of the tapered glass tubes contains bright liquid with a low boiling point. The heat from the lamp in the plastic base makes the liquid boil and bubble--delightful to see! Each set contains the marvelous new Noma Safety Plug!

7-Lite Set Multiple Burning with plug, connector.
81863 B314 Assorted Colors, Indoor $4.32

10-Bubble Lite bulbs; assorted colors, Indoor.
81864 B279 Multiple Burning $3.89



Plaincrest Pianos

As for appearance, you'll find the Plaincrest Spinet a handsome example of the best cabinet work of today. Here, simplicity of design and rich woods are blended to create beautiful pieces of furniture . . . at home in the finest surroundings. Choose the wood to match or harmonize with your woodwork or furniture--lovely Ebony, Mahogany, Blond Mahogany, Walnut, Limed Oak or Maple. (Samples of wood will be sent upon request.)

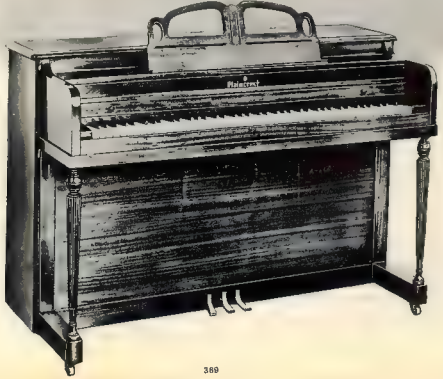
This lightweight (325 pounds) spinet is designed especially for the smaller homes of today. Compact and graceful, it measures a mere 56x23⅞x37 inches. Low enough to fit under a window . . but with sufficient leg room beneath the keyboard. It's easy to move, too, with braced legs that will not snap despite their delicate appearance, and tuning pegs are firmly anchored in maple bushings so they won't slip and put the piano out of tune. New organ-type keys with rounded ends instead of the old fashioned tips . . . easier to play . . . can't be chipped or picked off. The disappearing key cover glides into the well at back. No hinges to mar the sleek appearance of the case.

Sound boards from the state of Washington . . . coated with a special combination filler and sealer followed by a coat of lacquer, preserving its naturally marvelous amplification qualities. Strings are over-strung--and spaced by an expert--for greater length and richer tone. A famous tuner personally tunes each piano.

Each spinet comes with its matching bench--28 3/8x14⅞x15 inches. This bench matches the attractive styling of the dainty spinet and has a compartment for sheet music. Prices listed include the bench and all excise taxes.

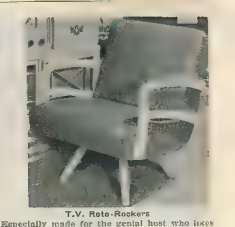
76290 D55000	Ebony Spinet Piano with Bench	$795.00
76291 D52500	Mahogany Spinet Piano with Bench	750.00
76292 D57500	Blonde Mahogany Spinet Piano with Bench .	850.00
76293 D52500	Walnut Spinet Piano with Bench	750.00
76294 D58500	Limed Oak Spinet Piano with Bench	895.00
76295 D57500	Whitney Maple Spinet Piano with Bench . . .	850.00

All Plaincrest Pianos shipped direct to you from Michigan.



9404FW7495—Chair with Swivel Base Ideal for Television viewing—turns a full 360 degrees. Can be used in pairs to create several stunning furniture arrangements. Grand Rapids quality throughout. Expertly constructed with frame of Northern Hardwood, double doweled and glued. Cushion unit has 2"x solid Goodyear Foam Rubber padding for extra comfort. Appropriately upholstered in Metallic Fabric in modern colors of Red, Grey, Sage Green or Brown with contrasting color Mosaic trim. Overall size 28" Height, 29" Width, Seat Depth 22" Seat Width 23" Shipping wt. 70 lbs. Prompt shipment from Grand Rapids, Michigan Factory. Specify color. Mfr's. Sugg. Retail $119.95

9405FW9725—Decorator's Plastic Fabric
Gossip Chair
Space saving Phone Chat Chair—a perfect two to one combination!
Its smart new lines will enable this piece to harmonize with every decorating scheme. Durably constructed with Phone Shell and Legs made of solid Northern Hardrock Maple, balance Northern Hard wood, Finished in Blonde or Mahogany. Seat and back upholstered in durable, attractive, easy to clean Patterned Plastic, in colors of Red, Chartreuse, Green, Grey or Eggshell. Overall dimensions: 22" Deep, 26" Wide 29" High. Seat size 18"w x 16"d., Height of back 13". Shipping wt. 35 lbs. F.O.B. Wisconsin Factory. Specify color and wood finish. Mfr's. Sugg. Retail $49.95

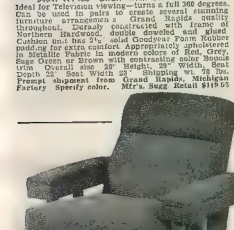


T.V. Roto-Rockers
Especially made for the genial host who likes comfort. Chair pivots easily in any direction, leans back for solid comfort and makes ecstatic turning more fun. Height of chair is 31". Width of seat 24", depth 20". Available in lovely colors of Red, Green or Grey. Wood finish in Mahogany or Blonde Harvest. Specify color and finish. Seat revolves on Semi swivel unit. Shipping wt 38 lbs. F.O.B Kentucky Factory.

	Sugg. Retail
7636FW2995—Plastic	$47.95
7637FW3370—Frieze	53.95

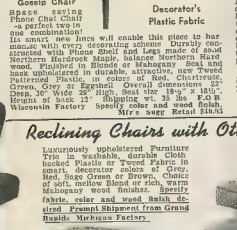
Reclining Chairs with Ottoman

Luxuriously upholstered Furniture Trio in washable, durable Cloth backed Plastic or Tweed Fabric in smart, decorator colors of Grey, Red, Sage Green or Brown. Choice of soft, mellow Blond or rich, warm Mahogany wood finishes. Specify fabric, color and wood finish desired. Framed Shipment from Grand Rapids, Michigan Factory.



9403FW9878—Modern lounge chair; its graceful easy room setting, matic self adjusting back will stop anywhere between a vertical and a low reclining position—returns automatically as the occupant rises. Durable, Northern Hardwood Rubber mounted frame doweled, screwed in corner blocks. Comfortable, full sprung seat and back with 2½" of Goodyear foam rubber throughout for added comfort, broad, foam rubber padded arms and pillow head rest. Overall dimensions: Height 34", Outside Width 36". Seat Width 23½", Seat Depth 21½". Specify fabric, color and wood finish. Shipping wt. 77 lbs. F.O.B. Michigan Factory. Mfr's. Sugg. Retail $189.95

Club Chair. A fine full beauty will enhance your living room. Features auto matic and platform—will stop anywhere between a vertical and a low reclining position—returns automatically as the occupant rises. Durable, Northern Hardwood Rubber mounted frame doweled, screwed in corner blocks. Comfortable, full sprung seat and back with 2½" of Goodyear foam rubber throughout for added comfort, broad, foam rubber padded arms and pillow head rest. Overall dimensions: Height 34", Outside Width 36". Seat Width 23½", Seat Depth 21½". Specify fabric, color and wood finish. Shipping wt. 77 lbs. F.O.B. Michigan Factory. Mfr's. Sugg. Retail $189.95



9407FW1250—Ottoman. Spacious, properly proportioned for comfort. Staunchly constructed with Northern Hardwood Rubber Mounted Frame, doweled, screwed in corner blocks. Fully sprung-up Top with Tuf-atex Fill. Overall size 19" x 25". Shipping wt. 29 lbs. F.O.B. Michigan Factory. Specify fabric, color and wood finish. Mfr's. Sugg. Retail $19.95

9410FW6030—Modern ably designed with Ideal for the small Features back that adjusts instantly. Durably constructed with Northern Hardwood Rubber Mounted Frame, doweled, screwed in corner blocks. Goodyear Foam Rubber Padded Arms and Pillow Head Rest. Sprung seat and back with 2½" of Goodyear Foam Rubber throughout for added comfort. Overall dimensions: Width, outside width 28", inside Width 23½". Seat Depth 20". reclining Depth 42". Shipping wt. 60 lbs. F.O.B. Michigan Factory. Specify fabric, color and wood finish. Mfr's. Sugg. Retail $80.95

Lounge Chair. Comfortmaller proportions. home or apartment

9408FW2050—"Foster-Ease" Lounge Chair. Modern Styling of Design combines with extra comfort to create this striking lounge chair. Its new lines conform to the body for luxurious ease. Appropriately upholstered in durable, washable Plastic of new striped design with choice of warm Brown, rich Red or luxuriant Green background colors, sides are of a solid color to match predominate color theme in stripe. All Northern Hardrock Frame—glued, screwed and bolted. No sag springs seat and back. Solid Oak legs are Spool style, finished in modern Limed Oak. Overall dimensions: Seat 22" deep, back 26" high. Overall height 39". Overall depth 37". Seat and Back Cushion thick Shipped K.D., weight 36 lbs. F.O.B. Wisconsin Factory. Specify Color. Mfr's. Sugg. Retail $95.95

9411FW9030—Lounge signed with elegant manner all room decora with luxurious Boucle colors. Red, Grey, Sage wood finish. Will loose down Cushion that rests on top of coil springs which are mounted on steel girders, guarantees sagging. Top rail is rigidly constructed with pad less shaper. Overall dimensions: Height 28", Width 27", Seat Depth 23", Seat Width 28". Shipping wt. 82 lbs. Prompt shipment from Grand Rapids, Michigan Factory. Specify color. Mfr's. Sugg. Retail $132.95

9412FW2370—Ottoman. Massive companion piece to Lounge Chair, same construction. Has Stabilized Loose Pillow—sprung up. Overall size 30" x 30" x 17" High. Shipping wt 40 lbs. F.O.B. Michigan Factory. Mfr's. Sugg. Retail $49.95

ORIGINAL ROGERS *Silverplate*

Made by The International Silver Co.

Rogers & Bro Silverplate brings you beautiful flatware at a budget price. Made and guaranteed by The International Silver Company! Hollow handle knives (as in the finest sterling) have mirror finished stainless blades. Spoons and forks are reinforced with extra layers of pure silver at point of greatest wear.

NOTE: Silverplated Flatware is Tax-Free.

"Rapture" pattern illustrated in chest

COMPLETE SERVICES in Anti-Tarnish Chests . . . 2 Patterns . . . One Price!

26-Pc. Service for 6 in solid wood chest. Six each: teaspoons, dinner knives and forks, oval soup spoons; butter knife and sugar spoon. Chest has beautiful tarnish-resistant duvetyn lining.

10521 A1200 Specify: "Starlight" or "Rapture" pattern . . $19.95

52-Pc. Service for 8 in solid wood chest. Set: 16 teaspoons, 8 each: dinner knives and forks, soup spoons, salad forks; 2 tablespoons; butter knife and sugar spoon. Chest lined with tarnish-resistant duvetyn.

10522 A2060 Specify: "Starlight" or "Rapture" pattern . . $34.50

62-Pc Service for 12 in deluxe wood chest. Twelve each: teaspoons, dinner knives and forks, soup spoons, dinner forks, salad forks, butter knife and sugar spoon. Chest lined with tarnish-resistant duvetyn.

10523 A2655 Specify: "Starlight" or "Rapture" pattern . . $44.25

OPEN STOCK . . 2 Patterns . . Same Price

Starlight or Rapture Pattern . . . . . Each

10524 A17	Teaspoon	$ .28
10525 A34	Oval Bowl Soup Spoon . .	.57
10526 A34	Round Bowl Soup Spoon	.57
10527 A34	Tablespoon	.57
10528 A34	Iced Drink Spoon	.57
10529 A34	Dinner Fork, Viande* . .	.57
10530 A34	Dinner Fork, Regular* .	.57
10531 A34	Salad Fork	.57
10532 A34	Oyster Fork	.57
10533 A34	Butter Spreader	.57
10534 A75	Dinner Knife, Viande* .	1.24
10535 A75	Dinner Knife, Regular*	1.24
10536 A30	Butter Knife	.50
10537 A30	Sugar Spoon	.50
10538 A90	Salad Serving Fork . . .	1.50
10539 A90	Salad Serving Spoon . . .	1.50
10540 A90	Gravy Ladle	1.50

Starlight

. . . gleaming simplicity . . its delicately designed, perfectly carved pattern has captured the twinkling shine of summer stars. Beautiful with any table setting

Rapture

. . . fresh, new design . . . thrilling as the first signs of spring, to grace your table with warmth and hospitality. Daintily carved flower . . . mirror-bright panel

*Viande Knives and Forks have longer handles, shorter blades (in open stock only).

Presentation

A lovely pattern that captures the beauty of traditional American design . . . its sculptured floral motif blends graciously with cherished linens and china

Jasmine

. . enchanting as a formal garden in bloom, blossoms and leaves garland the beautifully balanced handles . . its classic lines lend distinction to simplest table setting

There is no Federal Excise Tax on Silverplated Flatware

*Grille Knives and Forks have longer handles, shorter blades (in open stock only).

Simeon L. and George H.

ROGERS

Silverplate

by Oneida Ltd.

Oneida Ltd. is proud to present the lovely silverplate of Simeon L. and George H. Rogers! Designed and crafted in the grand tradition of America's finest silversmiths . . each perfect piece is extra plated and reinforced with triple-thick silver at points of greatest wear. Both patterns carry the famous Oneida Ltd. guarantee of quality.

NOTE: Silverplated Flatware is Tax-Free.

COMPLETE SERVICES in Anti-Tarnish Chests . . . 2 Patterns . . . One Price!

26-Pc. Service for 6 in "Commodore" Chest Six each: teaspoons, dinner knives and forks, oval soup spoons; 1 butter knife and sugar spoon. "Commodore" chest has wood sides, Buff paper cover and "Kenized" lining.

10541 A1350 Specify: "Jasmine" or "Presentation" $22.50

52-Pc. Service for 8 in "Stockbridge" Chest 16 Teaspoons, 8 dinner knives and forks, 8 oval soup spoons, 8 salad forks, 2 table spoons, butter knife and sugar spoon. Solid wood chest has duvetyn "Kenized" lining.

10542 A2370 Specify: "Jasmine" or "Presentation" . . $39.50

62 Pc. Service for 12 in "Stockbridge" Chest Twelve each: teaspoons, dinner knives and forks, salad forks, oval soup spoons, 1 butter knife and sugar spoon. Solid wood chest with duvetyn "Kenized" lining.

10543 A2850 Specify "Jasmine" or "Presentation" $47.50

OPEN STOCK . . 2 Patterns . . Same Price

Presentation or Jasmine Pattern . . .	Each
10544 A20 Teaspoon	$ .35
10545 A75 Dinner Knife	1.25
10546 A60 Dinner Fork	.67
10547 A75 Grille Knife*	1.25
10548 A60 Grille Fork*	.67
10549 A60 Salad Fork	.67
10550 A60 Round Bowl Soup Spoon	.67
10551 A60 Butter Spreader	.67
10552 A60 Oval Bowl Soup Spoon .	.67
10553 A60 Iced Drink Spoon	.67
10554 A60 Oyster Fork	.67
10555 A60 Butter Knife	1.00
10556 A60 Sugar Spoon	1.00
10557 A60 Table or Serving Spoon .	1.00
10558 A75 Gravy Ladle	1.25
10559 A75 Cold Meat Fork	1.25
10560 A75 Berry Spoon (Small) . . .	1.25

ROLLS RAZOR

The world's most *individual* safety razor!

Blade and handle, strop and hone—all you need for a perfect shave every time!

Sharpen the blade to suit your face—for nobody else has a beard like yours. You can really get the "edge" on perfection with a ROLLS.

One ROLLS RAZOR blade lasts for years, assuring you of smoother, cleaner, more comfortable shaving than you ever imagined possible.

732XW975 Rolls Razor "Imperial"
732/6XW900 Quant. of 6 or more
Established Retail $15.00

Made from the finest Sheffield steel, the ROLLS RAZOR blade is correctly hollow ground. There is no doubt about its efficiency or its lasting capacity. With its permanently fitted guard, (which no other safety razor has) the ROLLS RAZOR blade is never unprotected. It is safe to handle at all times

There is no better razor than the ROLLS RAZOR —or one with such sure economy!

ROLLS RAZOR #2
Established Retail $15.00

733XW1219 Rolls Razor "Traveler"
733/6XW1125 Quant. of 6 or more
Established Retail $18.75

ROLLS RAZOR TRAVELER (with extra blade)
Established Retail $18.75

"THE INSIDE STORY"

Within a compact case has been designed the most efficient safety razor of modern times—the ROLLS RAZOR. With its hollow-ground blade and unusual stropping and honing device, it is ready to give outstanding shaving service for years. The simple mechanism for keeping the blade in perfect condition, is operated without effort or skill.

Nationally advertised in Esquire LIFE newspapers radio TV

BENNETT BROTHERS, INC.
Distributors of Quality Merchandise for Over Fifty Years

230A

ON A TRIP

AT HOME or SCHOOL

Royal "Quiet DeLuxe" Portable Typewriter

With "Magic Margin" and Royal Big-Machine Features

Royal's finest portable. Designed and engineered with big-machine features that make it truly the office-type machine in easy-to-carry portable size.

Built-in Silence - every operation, from rolling in paper to typing, quieted thru exclusive Royal methods. Use it anywhere, any time without disturbing the lightest sleeper . . . type far into the dawn without annoying your neighbors . . . type in the "dorm" without distracting other students. Famous built-in silence makes you a better typist, too - eases nerve strain, eliminates noise fatigue, speeds output of work.

Click control - it sets both left and right margins instantly, easily, automatically. No fuss, no fret - never a fractional difference on any page - you can "click" it without stopping work for a second.

Speed King Keyboard - gives all the finger-room of an office Royal. You type with effortless speed over Finger-Flow keys contoured in non-glare plastic to cushion fingertips for non-stop action. Touch-Control indicator "tailors" key pressure to personalized touch of any user. Acceleraction Type Bars are easier and faster to use - assure extra clear typing without hard key pounding.

Beautiful Typing Accuracy - the Automatic Paper Lock Scale holds sheets and carbons in position - Locked Shift Freedom keeps upper and lower characters perfectly aligned - left and right Shift Keys eliminate chance of writing-out-of-line. Line Finder returns you to correct writing line after a between-line insert.

Dozens of Other Big-Machine Features - save time and typing energy. Clean-Change Ribbon Changer works 1-2-3, saves messy fingers. Two-Color Ribbon Device, Margin Release, Automatic Ribbon Changer, Back Spacer, cut down typing time!

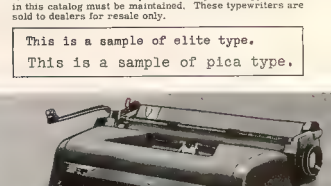
For Expert or Beginner - to use at home, school or for extra jobs. Take it anywhere - weighs just 17 lbs. in its Contour Carrying Case.

45282 C8895 Pica Type. Gray Finish. Retail Price $103.58
45283 C8895 Elite Type. Gray Finish Retail Price 103.58

Note: In states where Fair Trade regulations apply, the established minimum retail prices on all portable typewriters in this catalog must be maintained. These typewriters are sold to dealers for resale only.

This is a sample of elite type.
This is a sample of pica type.

Royal "Arrow" Portable



NEW IMPROVED "ARROW" - counterpart of the magnificent Quiet De Luxe Royal Portable, with exception of inbuilt Quiet, Automatic Paper Lock, Touch-Set Tabulator and Paper Support.

"Magic" Margin - sets left and right margins at "click" of control button, without slowing your typing speed - insures uniform pages. Writes a full 9-inch line - usually all you use for business or personal typing . . . Margin Release allows Extra-wide writing line on over-size paper. Features famous Speed King Keyboard with Finger-Flow shaped keys . . . Touch Control Action "tailors" key pressure to individual typing touch. Dozens of other Royal big-machine typing aids in this 17-lb. (with luggage-type carrying case) Gray ARROW portable.

45284 C7985 Pica Type. Retail Price $92.98
45285 C7985 Elite Type. Retail Price 92.98

Genuine Shell Cameo Jewelry

Beautifully and Individually hand-carved Cameo brooches. All are equipped with a chain loop that can be turned in and out of sight when not used as a pendant. Safety clasp. Illustrations actual size.

1943JW1030—Cameo Brooch. Genuine 25mm Carnelian cameo in 10K Yellow Gold plain tailored frame. Chain loop and safety catch.
Sugg. Retail $21.00

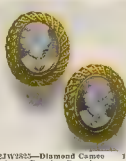
1949JW1050—Diamond Cameo Brooch. Genuine 30mm Carnelian cameo in 10K Yellow Gold finely etched frame. Selected diamond.
Sugg. Retail $36.00
1950JW1200—Same without diamond. **Sugg. Retail $34.00**

1959JW2050—Diamond Cameo Brooch. Genuine 40mm Carnelian Cameo 10K Yellow Gold frame Selected Diamond.
Sugg. Retail $67.25
1960JW2400—Without Diamond. **Sugg. Retail $48.00**

1981JW1250—Cameo Brooch. Genuine 35mm Carnelian Cameo set in 10K Yellow Gold frame Chain loop and safety catch
Sugg. Retail $24.00

1982JW850—Cameo Brooch. Genuine 25mm Carnelian Cameo set in 10K Yellow Gold frame. Chain loop and safety catch.
Sugg. Retail $16.50

1951JW2366—Diamond Cameo Brooch. Genuine 35mm Carnelian cameo with selected diamond set in 10K Yellow Gold popular swirl designed frame Chain loop and safety catch.
Sugg. Retail $47.50

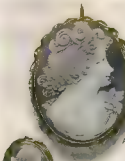


1972JW2825—Diamond Cameo Earrings. Genuine Carnelian cameos set with fine diamonds in 10K Yellow Gold popular swirl designed frames. For unpierced ears.
Sugg. Retail $56.45

1933JW1040—Cameo Earrings. 10K Yellow Gold screw type mountings for unpierced ears with fine genuine Carnelian cameos.
Sugg. Retail $19.50

2380JW750—Cameo Earrings. 1/20-12K Yellow Gold Filled mountings for unpierced ears with fine Carnelian Cameos.
Sugg. Retail $13.50

2316JW905—Cameo Brooch. Fine genuine 35mm Carnelian Cameo mounted in a 1/20-12K Yellow Gold Filled frame. Chain loop and safety catch.
Sugg. Retail $13.00



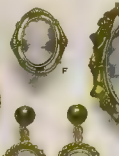
(A) 1740JW070—**Cameo Brooch**
1/20-12K Yellow Gold filled with 30mm genuine Carnelian cameo. Chain loop and safety catch
Sugg. Retail $16.50

(B) 1741JW050—**Cameo Earrings**
1/20-12K Yellow Gold filled genuine Carnelian cameo earrings with screw type mountings for unpierced ears.
Sugg. Retail $10.00

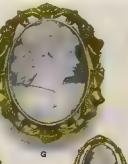
(C) 1748JW1240—**Cameo Earrings**
Genuine Carnelian cameos set in finely tailored 10K Yellow Gold mountings for unpierced or pierced ears. Specify.
Sugg. Retail $24.75

(D) 2311JW1050—**Cameo Brooch**
Fine genuine 40mm Carnelian Cameo mounted in a 1/20-12K Yellow Gold filled frame.
Sugg. Retail $21.00

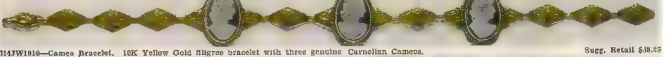
(E) 1067JW1040—**Cameo Earrings**
10K Yellow Gold genuine Carnelian cameo earrings For unpierced ears.
Sugg. Retail $19.50



(F) 2313JW920—**Cameo Earrings**
1/20-12K Yellow Gold Filled mountings for unpierced ears, set with genuine Carnelian Cameos.
Sugg. Retail $9.75



(G) 2315JW935—**Cameo Brooch**
Genuine Carnelian Cameo with fine diamond, 1/20-10K Yellow Gold Filled frame. Chain loop and safety catch
Sugg. Retail $17.65



2314JW1010—**Cameo Bracelet.** 10K Yellow Gold filigree bracelet with three genuine Carnelian Cameos.
Sugg. Retail $38.35

(G) 1036JW1075—**Bracelet.** 1/20-10K Yellow Gold Filled Bracelet set with four genuine Carnelian cameos.
Sugg. Retail $23.00

For Cameo Neck Chains See Page 57

Shotguns

IVER JOHNSON CHAMPION SINGLE BARREL SHOTGUN

Striking design, smooth performance! Take down barrel and lug forged in one. Black Walnut stock, trap-style forearm, full pistol grip. Hard rubber butt plate. Full choke. Automatic ejector; chambered for 2-3/4" shells, .410 Ga. for 3" shells.

29334 A1965 12-Ga. 30" Barrel, Wt. 6¼ lbs. $23.95
29335 A1965 20-Ga. 28" Barrel, Wt. 6 lbs. 23.95
29336 A1965 .410 Ga. 26" Barrel, Wt. 6 lbs. 23.95

KESSLER 3-SHOT LEVER-MATIC REPEATER

For lightning action Kessler short-throw lever travels only 1/3 the distance. Genuine walnut stock; dovetailed fore-end. Easy take-down; one-piece barrel end chamber -- use all 2-1/2" and 2-3/4" factory loads. Cushion rubber recoil pad. Thumb safety device. Full Choke. Proof-tested.

29348 A3971 12-Gauge, 28" barrel wt. 7¼ lbs. Overall 49" $52.95
29349 A3971 20-Gauge, 26" barrel wt. 7 lbs. Overall 47" 52.95

Air Rifles

SHERIDAN "SILVER STREAK" AIR RIFLE

Moderately priced pneumatic with exceptional power and accuracy. Bolt action, single shot. Blade type front sight, open rear sight. 20-caliber micro-rifled pushproof barrel. Automatic "fireproof" safety. Full Mannlicher type Walnut stock, highly polished. Length, 37", Weight, 5 lbs.

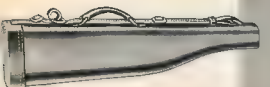
29339 A1796 "Silver Streak" Rifle $23.95
29337 A355 1000 'Bantam 5 pellets' 4.70

CROSMAN PNEUMATIC SINGLE SHOT RIFLE

Precision-built for dependable performance. Sturdy .22 caliber pneumatic rifle, test-fired for accuracy and smooth operation. Adjustable V-type rear sight, white bead on blade type front sight. 3 to 5 pumps for average shot. Additional pumps won't airlock valve. Rifle barrel, 19½" long. Bolt action with locking knob. Military style stock, Walnut finish.

29338 A1085 35½" overall, Wt. 4 lbs. 10 ounces $13.50
29304 A295 Super Pells 1000 . . . . . 4.30

Gun Cases



LEG-O-MUTTON STYLE FULL GRAIN LEATHER GUN CASES

29341 A1810 For all doubles, over-unders and repeaters except Remington 31 and 870 and Ithaca 37. Flannel lined, brass hardware $25.00

29342 A1950 Same for all automatic shotguns, and also Remington 31 and 870, and Ithaca 37 repeaters $27.00

FULL LENGTH PLASTIC GUN COVERS

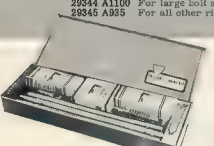
Made of sturdy, waterproof, Tan vinyl plastic with strong leather handles and reinforcements. Soft fleece lining. Convenient zipper.

29343 A995 For large bolt action rifles, 45" long $14.00
29344 A1100 For large bolt action rifles with scope, 45" long . . 15.50
29345 A935 For all other rifles and shotguns, 50" long 13.50

4-Gun Racks

Handsome addition to any game room or den. Beautifully polished Walnut or Natural Knotty Pine racks hold four guns in the correct position. 26" high, 26" wide when assembled. Shelf is 2¾" deep. Screws incl.

80694 B710 Walnut $9.95
80695 B710 Knotty Pine 9.95



Gunslick Cleaning Kits

Sturdy steel kit with all necessary equipment: Cleaning Rod, Gunslick, Nitro Powder Solvent, Bronze Bristle Brushes, Cleaning Patches. Oil in Shotgun kit

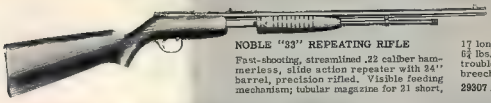
80696 B190 .22 cal. Rifle Kit $2.75
80697 B190 .30 cal. Rifle Kit 2.75
80698 B230 Shotgun Kit- gauges to 12 3.45

Duraduck Natural Rubber Decoys--Dozen

Life-like decoys that are unbreakable, shot-proof and self-inflating. Carry them in your pockets. With simple fishing line and sinker ballast, they ride realistically with breeze and current. Anti-wet, dull finish. Dozen: 8 Mallard drakes, 4 hens.

80693 B1975 3½x6x15". Dozen . . . $29.50

. . . for Higher Accuracy and Better Shooting



NOBLE "33" REPEATING RIFLE

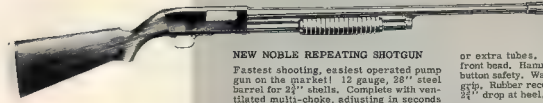
Fast-shooting, streamlined .22 caliber hammerless, slide action repeater with 24" barrel, precision rifled. Visible feeding mechanism; tubular magazine for 21 short, 17 long, 15 long rifle. 41⅜" overall. Wt. 6¼ lbs. Short, exceptionally smooth action-trouble-free shooting. Trigger locks until breech bolt is in position.

29307 A2885 American Walnut Stock **$35.65**

MARLIN 88-DL AUTOMATIC RIFLE

15-Shot deluxe tubular feed auto-loader with 24-inch blued steel barrel, Ballard type rifling, for .22 caliber long rifle cartridges. Side ejection. Seasoned Walnut 1-piece butt-stock and fore-arm. Sling swivels. Elevator slide peep sights with elevation and windage calibrations. 45" overall. Weight 6¾ lbs.

29324 A3235 Retail Price **$39.95**



NEW NOBLE REPEATING SHOTGUN

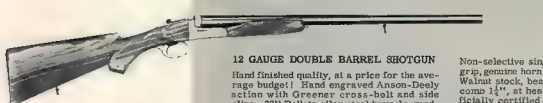
Fastest shooting, easiest operated pump gun on the market! 12 gauge, 28" steel barrel for 2¾" shells. Complete with ventilated multi-choke, adjusting in seconds from open cylinder to "full" without tools or extra tubes. Bradley type, gold color front bead. Hammerless slide action, push button safety. Walnut stock, forend. Pistol grip. Rubber recoil pad. 14" drop at comb; 2⅝" drop at heel. 48" overall. 7¾ lbs.

29308 A5285 Retail Price **$67.45**

MARLIN 12-GAUGE OVER-UNDER

Simple, easy operation. Hammerless action --cocks on opening. Positive, automatic safety. Takedown. Easy to clean and oil. Top barrel has full choke, bottom has modified choke. American Black Walnut stock, full pistol grip. Special analysis steel barrels chambered for 2-3/4" shells. Length 28 inches. Weight 7½ pounds.

29328 A7625 Marlin Shotgun **$94.45**



12 GAUGE DOUBLE BARREL SHOTGUN

Hand finished quality, at a price for the average budget! Hand engraved Anson-Deely action with Greener cross-bolt and side clips. 30" Bellots alloy steel barrels, moderate and full choke, non-glare matted rib. Non-selective single trigger. Capped pistol grip, genuine horn butt plate. Hand checkered Walnut stock, beavertail fore-end. Drop at comb 1½", at heel 2½". Sling swivels. Officially certified for high velocity loads.

29346 A9150 47½" overall; 7½ lbs. **$114.50**

KESSLER BOLT ACTION REPEATING SHOTGUN

Revolutionary "Konfo-Choke" instantly sets choke at 6 positive markings. Compensator for accuracy and uniform patterns at every range. 12 gauge, 28" easy take-down 1-piece barrel, chambered for all 2½" and 2¾" factory loads. Cushion rubber recoil pad. Genuine Walnut stock with dovetailed fore-end. Permanent magazine case. Thumb safety device. Proof-tested and patterned.

29347 A2556 49" overall; 7½ lbs. . **$31.95**

MOSSBERG BOLT ACTION REPEATERS

Bolt action repeating shotguns with precision engineered adjustable choke that can be instantly changed to any pattern at will. Custom type Monte Carlo Walnut stock. 45½".

29321 A2395 20 Gauge. Wt. 6½ lbs. **$29.95**

29322 A2590 16 Gauge. Wt. 6¾ lbs. **31.95**

With two detachable choke tubes. 44½-in.

29323 A1850 .410 Gauge. Wt. 5¼ lbs. **$22.95**

Romantique*

SOLID STERLING SILVER

Depicting a classical interpretation of the contemporary arts in fine silversmithing. Designed with a taste for charm . . . to blend harmoniously with the American style of today. Soft butler finish.

*Trade Marks

ROMANTIQUE Pattern By ALVIN . . . Solid Sterling Silver . . . 925/1000 Fine

The Place Setting Plan

COMPOSITION OF A PLACE SETTING:

- Knife*—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—(Not illustrated)
- Individual Salad Fork
- Individual Butter Spreader

Single Place Settings—6 Pieces

	Sugg. Retail
128KW1412—Luncheon Size	$26.78
127KW1555—Dinner Size	27.28

Single Place Settings—5 Pieces
(Composition Same As Above Less Butter Spreader)

	Sugg. Retail
300KW1222—Luncheon Size	$21.45
301KW1365—Dinner Size	23.95

See Pages 136 and 137 for Additional Listings of Place Settings.

Complete Sets for 6, 8 and 12 on Pages 138 and 139.

OPEN STOCK—STAPLE PIECES—PER DOZEN

		Sugg. Retail
4603SW2138—Teaspoons	Dozen	$37.50
4621SW3420—Luncheon Knives*	Dozen	60.00
4614SW3278—Luncheon Forks	Dozen	57.50
4625SW3848—Dinner Knives*	Dozen	97.50
4617SW4860—Dinner Forks	Dozen	80.00
4636SW2955—Cream Soup Spoons	Dozen	50.00
4609SW3278—Dessert Spoons	Dozen	57.50

*Note: When adding to a silver service established prior to publication of our 1952 Blue Book **be sure to specify FRENCH STYLE BLADE for Dinner or Luncheon Knives**—Otherwise NEW MODERN BLADE as illustrated will be supplied.

OPEN STOCK—FANCY PIECES—PER DOZEN

		Sugg. Retail
4639SW2220—Butter Spreaders, H H Butter Spreaders	Dozen	$40.00
4640SW2903—H H Butter Spreaders	Dozen	52.50
4637SW2903—Indiv. Salad Forks	Dozen	52.50
4629SW1283—Coffee Spoons	Dozen	22.50
4631SW2850—Iced Tea Spoons	Dozen	30.00
4633SW1995—Oyster Forks	Dozen	35.00

OPEN STOCK—FANCY PIECES—EACH

		Sugg. Retail
4652SW438	Tablespoon	Each $ 7 71
4658SW475	Cold Meat Fork	Each 8.33
4644SW558	Gravy Ladle	Each 8.79
4677SW380	Butter Knife	Each 6.67
4661SW273	Sugar Spoon	Each 4.79
4654SW356	Sugar Tongs	Each 6.25
4692SW950	2-pc. Steak Set	Each 16.63
4688SW1734	2-pc. Carving Set	Each 30.42
4689SW2601	1 pc Carving Set	Each 45.63
4672SW463	Pie Server	Each 8.12
4656SW226	Butter Pick or Olive Fork	Each 3.96
4645SW297	Cream or Sauce Ladle	Each 5.21
4670SW297	Jelly Server	Each 5.21
4693SW713	Salad Fork, Serving	Each 13.50
4650SW713	Salad or Berry Spoon	Each 12.92
4644SW238	Bonbon or Nut Spoon	Each 4.17
4661SW190	Lemon Fork	Each 3.33
4675SW483	Tomato Server	Each 11 46
4667SW285	Cheese Server	Each 6.00

★ NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Trade information.

Della Robbia*

SOLID STERLING SILVER

The creative genius of Della Robbia furnished the inspiration for this supremely artistic pattern in Sterling Silver.

Its finely modeled decorative motif is a true adaptation of the purity of line and harmony of design that have been brought down from the Renaissance.

The excellence of design is accentuated by its beautiful bright butler finish.

*Trade Marks

DELLA ROBBIA Pattern By ALVIN . . . Solid Sterling Silver . . . 925/1000 Fine

The Place Setting Plan

COMPOSITION OF A PLACE SETTING:

- Knife *—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—(Not illustrated)
- Individual Salad Fork
- Individual Butter Spreader

Single Place Settings—6 Pieces

	Sugg. Retail
120KW1412—Luncheon Size	$24.78
119KW1536—Dinner Size	27.28

Single Place Settings—5 Pieces
(Composition Same As Above Less Butter Spreader)

	Sugg. Retail
236KW1222—Luncheon Size	$21.45
297KW1365—Dinner Size	23.95

See Pages 136 and 137 for Additional Listings of Place Settings.

Complete Sets for 6, 8 and 12 on Pages 138 & 139.

NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Trade Information on

OPEN STOCK—STAPLE PIECES—PER DOZEN

	Sugg. Retail
3903SW2135—Teaspoons . .	Dozen $37.50
3821SW3450—Luncheon Knives*	Dozen 60.00
3914SW3278—Luncheon Forks	Dozen 57.50
3925SW3845—Dinner Knives*	Dozen 67.50
3917SW4250—Dinner Forks . .	Dozen 80.00
3930SW2850—Cream Soup Spoons	Dozen 50.00
3809SW3278—Dessert Spoons .	Dozen 57.50

***Note.** When adding to a silver service established prior to publication of our 1952 Blue Book **be sure to specify FRENCH STYLE BLADE for Dinner or Luncheon Knives**—Otherwise NEW MODERN BLADE as illustrated will be supplied.

OPEN STOCK—FANCY PIECES—PER DOZEN

	Sugg. Retail
3939SW2290—Butter Spreaders . .	Dozen $40.00
3940SW2993—H. H. Butter Spreaders	Dozen 62.50
3937SW2993—Indiv. Salad Forks	Dozen 52.50
3929SW1283—Coffee Spoons	Dozen 22.50
3931SW2850—Iced Tea Spoons . .	Dozen 50.00
3933SW1995—Oyster Forks	Dozen 35.00

OPEN STOCK—FANCY PIECES—EACH

	Sugg. Retail
3952SW439 —Tablespoons	Each $ 7.71
3958SW475 —Cod Meat Fork . .	Each 8.33
3965SW558 —Gravy Ladle . . .	Each 9.79
3977SW380 —Butter Knife . . .	Each 6.67
3951SW273 —Sugar Spoon	Each 4.79
3564&W356 —Sugar Tongs . . .	Each 6.25
3932SW950 —5-pc. Steak Set . .	Each 16.68
3992SW1734—2 pc Carving Set .	Each 32.42
3989SW2601 —3 pc Carving Set .	Each 45.63
3972SW463 —Pie Server	Each 8.12
3958&W226 —Butter Pick or Olive Fork	Each 3.96
3945SW297 —Cream or Sauce Ladle	Each 5.21
3970SW297 —Jelly Server	Each 5.21
3959SW713 —Salad Fork, Serving	Each 12.50
3950SW713 —Salad or Berry Spoon	Each 12.50
3944SW238 —Bon Bon or Nut Spoon	Each 4.17
3961SW190 —Lemon Fork	Each 3.33
3975SW653 —Tomato Server . . .	Each 11.46
3967SW285 —Cheese Server	Each 5.00

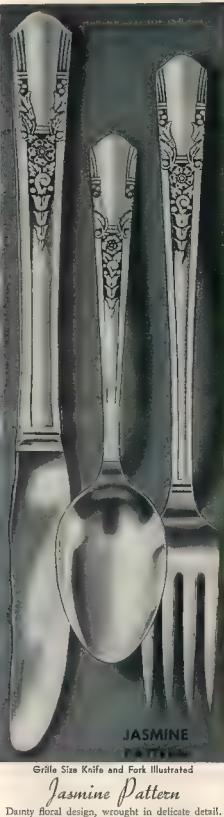
See Page 624 for Styles of Engraving

SIMEON L. and GEORGE H. ROGERS COMPANY

Silverplated Flatware

By ONEIDA, LTD., Silversmiths

Specify Name of Pattern—And Choice of Knives and Forks in Grille or Dinner Size



Grille Size Knife and Fork Illustrated

Jasmine Pattern

Dainty floral design, wrought in delicate detail. A lasting pattern for the modern manner of today —Tomorrow's tradition. Plated with pure silver to A-1 standards on a nickel silver base.

Encore Pattern

Modern art accented in its pattern—Age-old art of silversmithing wrought into its form and quality.

Presentation Pattern

Exquisite in its simplicity yet ornate enough to go with your fancy hollow-ware and dinner service. This pattern is ideal for engraving and will add lasting beauty to any table setting.

Dinner Size Knife and Fork Illustrated

SPECIFY NAME OF PATTERN— AND CHOICE OF KNIVES AND FORKS IN GRILLE OR DINNER SIZE

SERVICE FOR SIX With Commodore Chest
3500HW1350—26-Piece Set
6 Tea Spoons
6 Dessert Spoons
6 Forks—Dinner or Grille Size
6 Knives—Dinner or Grille Size
1 Butter Knife
1 Sugar Shell **Mfr's. Sugg. Retail $22.50**

SERVICE FOR EIGHT With Stockbridge Chest
3601HW2370—32-Piece Set
16 Tea Spoons
8 Dessert Spoons
8 Salad Forks
8 Forks—Dinner or Grille Size
8 Knives—Dinner or Grille Size
2 Tablespoons
1 Butter Knife
1 Sugar Shell **Mfr's. Sugg. Retail $39.50**

SERVICE FOR TWELVE With Stockbridge Chest
3802HW2850—62-Piece Set
12 Tea Spoons
12 Dessert Spoons
2 Salad Forks
12 Forks—Dinner or Grille Size
12 Knives—Dinner or Grille Size
1 Butter Knife
1 Sugar Shell **Mfr's. Sugg. Retail $47.50**

Guarantee

SIMEON L. & GEORGE H. ROGERS COMPANY

This Certifies that the silverware bearing the above trade mark, such as Tea spoons, Dessert spoons, Forks, Knives, Sugar shell, etc., is heavily plated with pure silver, in addition, an extra degree of silver has been applied on the part of greatest wear on the most used pieces. This process insures long service. The knives have hollow handles, unless otherwise stated, and are fitted with finest nickel silver blades, stainless steel stainless blades. Every piece bearing the above trademark is guaranteed against defects in materials and workmanship.

SIMEON L. & GEORGE H. ROGERS COMPANY
Hartford, U.S. Registered
ONEIDA, LTD.

GUARANTEE Every piece is plated with pure silver on a nickel silver base to A-1 standards and the part of greatest wear is given an extra degree of silver on the most used pieces. This process insures long service. The knives have hollow handles, unless otherwise stated, and are fitted with finest nickel silver blades, stainless steel stainless blades. Every piece bearing the above trademark is guaranteed against defects in materials and workmanship.

Commodore Chest
Included with 26-Piece Sets

Lovely modern, wood frame chest to accommodate your silver. Buff finish with mint green duvetyn lining to prevent tarnish. 14⅝" x 10½" x 3"

Stockbridge Chest
Included with 32-Piece and 62-Piece Sets

Beautiful solid wood chest with mitered corners and contour front. Light mahogany finish with mint green duvetyn lining to prevent tarnish. 16" x 11" x 9".

NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

Solid Sterling Flatware 925/1000 Fine

Puritan—Exquisitely designed with a taste for charm. Its simplicity will complement any table setting whether it be formal or informal. The elegance, grace and distinction of this pattern will give a lifetime of prideful service.

American Colonial—Classic among fashion's smartest sterling patterns. Plain tapering panel is beautifully accentuated by the richly scrolled effect on each side. The answer to the constant demand from those who truly admire and insist upon sterling tableware of traditional lasting beauty.

PLACE SETTING COMPOSITION

- **Knife—Dinner or Luncheon Size**
- **Fork—Dinner or Luncheon Size**
- **Teaspoon**
- **Cream Soup Spoon**
- **Individual Salad Fork**
- ***Individual Butter Spreader***

Single Place Settings—6 Pieces
Specify Pattern Desired

	Sugg. Retail
259KW1468—Dinner	$26.11
260KW1394—Luncheon	23.75

Single Place Settings—5 Pieces
Composition same as above less Individual Butter Spreader.

Specify Pattern Desired

	Sugg. Retail
289KW1310—Dinner	$22.99
290KW1178—Luncheon	20.62

Additional Place Settings
Listed on Pages 136 and 137

Open Stock—Staple Pieces—Per Dozen

	Sugg. Retail
03SW2280—Teaspoons	$40 00
21SW2993—Luncheon Knives	52 50
14SW3515—Luncheon Forks	61.67
37SW2708—Indiv. Salad Forks	47 50
30SW2613—Cream Soup Spoons	45.83
39SW2135—Butter Spreader	27.50
09SW3563—Dessert Spoons	62.50
29SW1235—Coffee Spoons	21.67
31SW2708—Iced Teaspoons	47.50
29SW3658—Dinner Knives	64.17
17SW4465—Dinner Forks	78.33
33SW1900—Oyster Forks	33.33
90SW3800—Indiv. Steak Knives H.H.	66 67

Open Stock—Fancy Pieces—Each

	Sugg. Retail
92SW760 —2 Pc. Steak Set	$19.33
88SW1354—2 Pc. Roast Set	23.75
89SW1758—3 Pc. Roast Set	30.83
59SW689 —Salad Fork Serving	12.08
50SW689 —Salad Spoon Serving	12.08
52SW451 —Tablespoon	7.92
68SW151 —Cold Meat Fork	7.92
81SW249 —Sugar Spoon	4.37
77SW344 —Butter Knife	6.04
70SW273 —Jelly Server	4.79
46SW487 —Gravy Ladle	8.54
72SW404 —Pie Server	7.08

For Complete Sets of Puritan and American Colonial Sterling See Page 139

Prices Do Not Include Federal Excise Tax

CHATELAINE

STERLING SILVER

Lasting, Exquisitely Wrought Silver Traditional Design—Its Graceful, Distinctive Beauty Mellows with the Passing Years

In answer to the growing demand for Sterling Tableware of rich, traditional beauty we take pleasure in presenting Chatelaine. A pattern which will grace any table with the utmost distinction and become a most treasured family heirloom.

OPEN STOCK—FANCY PIECES—PER DOZEN

		Sugg. Retail
5429SW1450	Coffee Spoons	$24.17
5431SW3250	Iced Teaspoons	54.17
5433SW2500	Oyster Forks	41.67

OPEN STOCK—FANCY PIECES—EACH

		Sugg. Retail
5452SW500	Tablespoon	$8.33
5458SW625	Cold Meat Fork	10.42
5446SW675	Gravy Ladle	11.25
5477SW412	Butter Knife	6.87
5451SW325	Sugar Spoon	5.41
5472SW467	Pie Server Hollow Handle	8.12
5490SW500	Steak Carving Fork	8.33
5491SW500	Steak Carving Knife	8.33
5456SW208	Pickle Fork	3.47
	Jelly Server	Not available
	Salad Serving Spoon	Not available
	Salad Serving Fork	Not available
	Mayonnaise Ladle	Not available

COMPLETE SETS

541KW6962—26 pc. Set—Service for six

Consists of 6 Dessert Knives, 6 Dessert Forks, 6 Teaspoons, 6 Cream Soup Spoons, 1 Butter Knife, 1 Sugar Spoon.
Mfr's. Sugg. Retail $118.04

542KW9037—34 pc. Set—Service for eight

Consists of 8 Dessert Knives, 8 Dessert Forks 8 Teaspoons, 8 Cream Soup Spoons, 1 Butter Knife, 1 Sugar Spoon
Mfr's Sugg Retail $160.62

543KW16524—60 pc. Set—Service for eight

Consists of 8 Dinner Knives, 8 Dinner Forks, 16 Teaspoons, 8 Cream Soup Spoons, 8 Individual Salad Forks, 8 Flat Handle Butter Spreaders, 3 Tablespoons, 1 Sugar Spoon
Mfr's. Sugg. Retail $275.40

549KW24603—87 pc. Set—Service for eight

Consists of 8 Dinner Knives, 8 Dinner Forks 8 Luncheon Knives, 8 Luncheon Forks, 16 Teaspoons, 8 Butter Spreaders, 2 Oyster Forks, 8 Cream Soup Spoons, 8 Individual Salad Forks, 3 Tablespoons, 1 Sugar Spoon, 1 Gravy Ladle, 1 Cold Meat Fork, 1 Butter Knife.
Mfr's. Sugg. Retail $410.05

544KW37087—140 pc. Set—Service for twelve

Consists of 12 Dinner Knives, 12 Dinner Forks, 12 Luncheon Knives, 12 Luncheon Forks, 24 Teaspoons, 12 Cream Soup Spoons, 12 Ind. Salad Forks, 12 Flat Handle Butter Spreaders, 12 Oyster Forks, 12 Coffee Spoons, 4 Tablespoons, 1 Sugar Spoon, 1 Butter Knife, 1 Gravy Ladle, 1 Cold Meat Fork.
Mfr's Sugg. Retail $618.12

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and **do not include the Federal Excise Tax.** They are not the prices at which Bennett Brothers sell. See Trade Information.

Solid Sterling Flatware 925/1000 Fine

Athene—Elegantly designed for the most discriminating hostess. Richness of style and unsurpassed craftsmanship in the grand manner. The traditional beauty of this pattern is as ageless as gracious living itself. Sterling with the style and beauty of today which will become a treasured heirloom of tomorrow.

Ecstasy—Striking beauty of pattern and matchless craftsmanship are combined to make "Ecstasy" a favorite of hostesses who demand the finest in silver. Its graceful, distinctive style is the result of the lasting traditional elegance of solid silver designed to add dignity to the table it adorns

PLACE SETTING COMPOSITION

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon
- Individual Salad Fork
- Individual Butter Spreader

Single Place Settings—6 Pieces
Specify Pattern Desired

	Sugg. Retail
259KW1620—Dinner	$28.42
260KW1484—Luncheon	26.05

Single Place Settings—5 Pieces
Composition same as above less Individual Butter Spreader

Specify Pattern Desired

	Sugg. Retail
289KW1439—Dinner	$25.08
290KW1294—Luncheon	22.71

Additional Place Settings
Listed on Pages 136 and 137

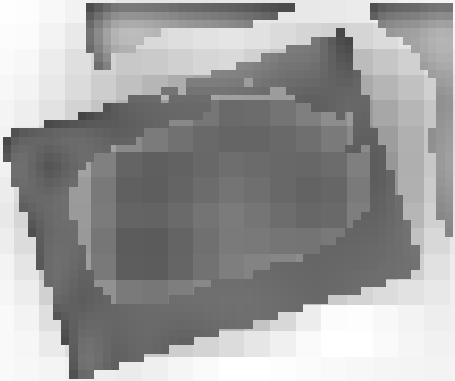
Open Stock—Staple Pieces—Per Dozen

	Sugg. Retail
035SW2470—Teaspoons	$45.33
215SW3275—Luncheon Knives	57.50
145SW3345—Luncheon Forks	67.50
375SW3040—Indiv Salad Forks	53.33
325SW2895—Cream Soup Spoons	50.83
395SW2280—Butter Spreaders	40.00
095SW3658—Dessert Spoons	54.17
295SW1378—Coffee Spoons	24.17
315SW3135—Iced Teaspoons	55.00
235SW1920—Dinner Knives	66.67
175SW4940—Dinner Forks	86.67
335W2165—Oyster Forks	38.45
905SW3943—Indiv Steak Knives H H	49.17

Open Stock—Fancy Pieces—Each

	Sugg. Retail
925SW868—2 Pc. Steak Set	$14.17
885SW1495—2 Pc. Roast Set	26.25
895SW1900—2 Pc. Roast Set	33.33
595SW795—Salad Fork Serving	13.96
505SW795—Salad Spoon Serving	13.96
525SW546—Tablespoon	9.58
585SW546—Cold Meat Fork	9.58
515SW309—Sugar Spoon	5.42
775SW392—Butter Knife	5.67
705SW309—Jelly Server	5.42
465SW570—Gravy Ladle	10.00
725SW428—Pie Server	7.50

For Complete Sets of Athene and Ecstasy Sterling See Page 139



Handsome Storage Units to Arrange in So Many Ways!

Designed to go together . . . these versatile units may be used singly or in pairs, placed side-by-side or back-to-back in any number of distinctive groupings! Masterfully built by Sligh. Lovely in lustrous dark Mahogany or golden Amber Mahogany veneers. From Mich.

Corner Bookcase

With adjustable shelves. 36" high, 24" along each wall, 12" deep at end. Wt. 55 lbs.

86678 D3950 Dark . . . $67.50
86679 D4050 Amber . . 67.50

Corner Desk

24K gold leaf hand-tooling on genuine leather top, 27" wide, 3 drawers; open shelves, 38" high, 12" deep at end, 85 lbs.

86680 D7950 Dark . . $109.50
86681 D9250 Amber . .129.50

24" Bookcase

With adjustable shelves. Top measures 24" wide, 12" deep. Unit is 36" high. Wt. 40 lbs.

86682 D2850 Dark . . . $37.50
86683 D3350 Amber . . 47.50

30" Bookcase

Measures 30" across, 12" deep, 36" high. Shelves adjust to any height. Wt. 45 lbs.

86684 D2950 Dark . . . $42.50
86685 D3650 Amber . . 52.50

36" Bookcase

Large enough for a good many books, a figurine or two! 36" wide, 12" deep, 36" high. Adjustable shelves. Wt. 50 lbs.

86686 D3250 Dark . . . $47.50
86687 D3950 Amber . . 57.50

Low Bookcase

Stands 24" high. Top measures 36" wide, 12" deep. Shelves are adjustable. Wt. 35 lbs.

86688 D2650 Dark . . . $37.50
86689 D3350 Amber . . 47.50

End Bookcase

Use at either end, or in a corner. For books, knickknacks. 36" high, 12x12" top. 25 lbs.

86690 D2350 Dark . . . $32.50
86691 D2950 Amber . . 39.50

Record Cabinet

For games, books, china, too. Ample storage space, another shelf behind doors. 36" high, 30" wide, 18" deep. Wt. 80 lbs.

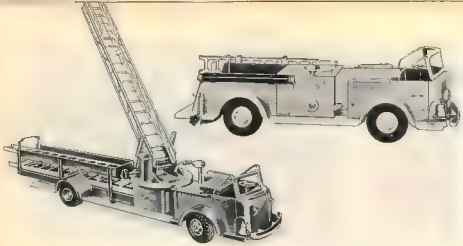
86692 D5950 Dark . . . $84.50
86693 D6950 Amber . . 99.50

Traditional Bookcase ...by Sligh

Handy next to Dad's favorite chair . . . plenty of space for books, magazines, his ashtray and pipe! Convenient near the phonograph . . shelves are adjustable, hold albums as easily as books. Handsome in hallway . . subtle way of showing off fine bindings, a lovely piece of pottery or two. The shallow drawer glides easily, is a perfect place for cards, coasters, cocktail napkins.

Made by Sligh with characteristic master craftsmanship . . bookcase is available in 24 inch, 30 inch and 36 inch widths to fit your own space requirements. And you may have it in rich, lustrous, dark Mahogany veneers to blend with traditional furnishings or in mellow, golden Amber veneers, a dramatic accent in any setting. All three widths are 42 inches high, 12 inches deep. From Mich.

86694 D2950 Dark, 24" wide. Wt. 40 lbs. $44.50
86695 D3450 Dark, 30" wide. Wt. 50 lbs. 49.50
86696 D3950 Dark, 36" wide. Wt. 50 lbs. 54.50
86697 D3750 Amber, 24" wide. Wt. 40 lbs. 54.50
86698 D4250 Amber, 30" wide. Wt. 50 lbs. 59.50
86699 D4750 Amber, 36" wide. Wt. 60 lbs. 64.50



American-LaFrance AERIAL LADDER

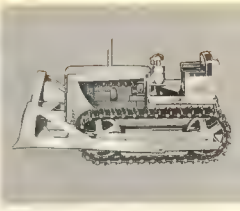
Red! Realistic! And Wonderful! Authentic working scale model in steel and aluminum. Sturdy ladder rotates 360°, extends nearly 4 feet. Front wheels steer. Two auxiliary ladders are standard equipment. Fire engine red enamel finish. Rubber tires. Length 33", wt. 11 lbs.

81054 B1165 Retail Price $15.95

American-LaFrance PUMPER

Authorized working model of famous high capacity pumper! Heavy all-steel construction; fire engine red enamel finish. Equipment includes aux.liary ladder, fire extinguishers, bell, rubber hose that attaches to pump-operated pressure water tank; shoots a stream of water.

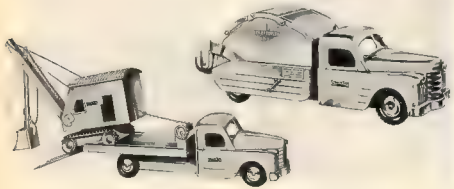
81055 B1165 18" long. Wt. 7 lbs. . $15.95



CATERPILLAR D-6 Tractor Bulldozer

Authentic scale model. Looks like the real thing; works like it, too! Heavy all-steel construction, red and yellow finish. Scraper blade adjusts from driver's seat, treads operate independently for sharp turns. Realistic cast "Diesel" engine and draw bar for towing.

81056 B950 15" long. Wt. 7 lbs. . $10.95



STEAM SHOVEL AND TRUCK

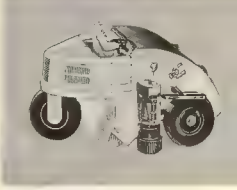
Heavy duty steam shovel, automatically unloaded by crank, travels on rubber tractor treads! Cab revolves--hopper can be raised, lowered, opened or closed. Machinery truck has removable loading skid, crank-operated steel winch chain. All steel, bright orange. Size: $6\frac{3}{4}$x$8\frac{1}{2}$x$21\frac{1}{2}$" long.

81341 B455 Retail Price $6.50

STEEL UTILITY TRUCK

Crank raises travel bucket. Top opens automatically, allowing bucket to dump load. Truck also dumps. Hood raises, revealing "Firesall" motor. Amazing reproduction of style and performance found in a real utility truck. Bright red cab with blue body. $6\frac{1}{2}$x7-3/8x$21\frac{1}{2}$ inches.

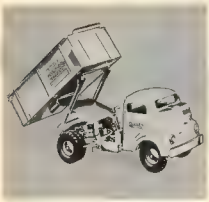
81342 B349 Retail Price $4.98



ELGIN STREET SWEEPER

"Swish, swirl", sing the rotating main and side brooms as your little sanitary engineer rolls by! Accurately scaled, full detailed model. Realistic action with steerable rear wheel, easy-winding motor, start-stop lever, 3 rubber wheels. All metal construction, lithographed colors.

81758 B245 Street Sweeper 8x8x5" $3.49



WIND-UP HI-LIFT DUMP TRUCK

Realistic wind-up model, all-steel. Red cab, blue body, natural aluminum chassis. Hi-lift dump body raised by crank. Adjustable front wheels. Motor brake. Ruggedly built to last as long as there are little drivers in your family. Sturdy clock-spring motor. $5\frac{1}{2}$x6x$12\frac{1}{2}$" long.

81343 B280 Retail Price $3.98

WIND-UP WRECKER TRUCK

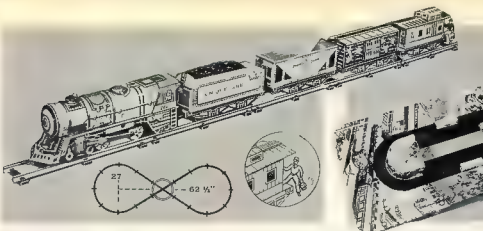
Lave-action truck is a scale model of its full-size counterpart. Wind-up operation with sturdy clock-spring motor. There's a tow chain and crank-operated winch with steel chain. Has 6 wheels like a real wrecker; motor brake. Red cab, blue body, aluminum chassis. 12" long.

81331 B280 Retail Price $3.98

GIANT FLEET OF AUTOS

Twelve tiny Titans! Roll them across the floor and windshield wipers click, windows open and close, meters register and bells sound off. Police car even has a gun that rat-a-tats. Each auto has one type of automatic action. Durable steel with permanent rubber wheels.

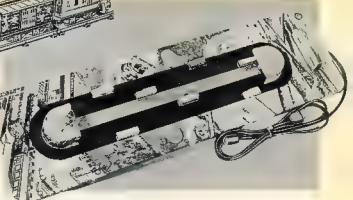
81332 B210 Fleet of 4-inch autos. $2.98



MECHANICAL WIND-UP FREIGHT TRAIN and TRACK

For young "engineers" from 2 to 6! Locomotive bell rings and up shoot harmless sparks from the realistic little smokestack. At proper intervals, Brakeman automatically swings out from caboose to inspect track. Set includes: Locomotive with brakes and key, Coal Tender, Hopper Car, Cattle Car, Caboose. All steel; gay colors. Also 12 curved sections track, 4 straight, and crossover. Makes 62½x27" figure eight; runs 13 feet around track.

81251 B490 Wind-Up Freight Train and Track $6.98



MOT-O-RUN ELECTRIC HI-WAY

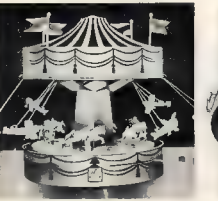
Calling all traffic cops! Busses, trucks, passenger cars race down 4-lane highway in and out of tunnel, smashing cross-country speed records. 2-way traffic causes exciting traffic jams, thrilling collisions. 7 lively cars and countryside made of brilliantly lithographed steel. Hidden track mechanism never needs oiling, winding. Plug into any 110-120 Volt AC outlet ... press Stop-Go button ... it runs continuously until you turn it off!

81085 B490 Electric Mot-O-Run Set with Cord and Switch $6.98

LATEST G-MAN MACHINE GUN

Spark-shooter for a sharp-shooter! With realistic rattle, this repeater "mows 'em down" with harmless sparks. 25" long, it gives the feel of a real gun, with none of the danger. Looks real, too! All steel construction, colorfully lithographed, Clock-spring motor, Khaki shoulder strap.

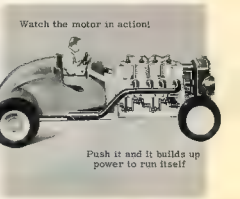
81355 B225 Retail Price.....$3.29



MUSICAL MERRY-GO-ROUND

"The Merry-Go-Round goes 'round" ... and what child doesn't thrill to its 'magic'! Music plays--horses gallop, flags and planes swing out merrily! Gaily lithographed in Red, White and Blue on heavy gauge metal. Revolves at the pressure of lever in base. 12 3/8" high, 11" diameter.

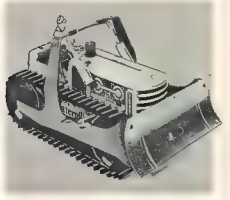
81727 B298 Retail Price.....$4.25



HOT-SEE -- THE HOT ROD

Clear plastic chassis lets him watch the colorful hopped-up friction motor while it runs! Pistons move up and down, both fan and gears turn, crankshaft goes around! Body can be removed by pulling out license tag. For endless fascination -- and to teach him the basic principles of an engine!

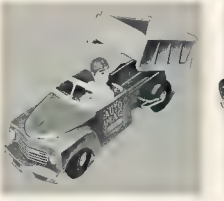
81253 B210 Hot-See.....$2.98



HYDRAULIC BULLDOZER TRACTOR

Bulldozer tractor for would-be builders. Wind its clockspring motor and watch the bulldozer climb steep grades, exhaust harmless sparks, pull and push loads, raise and lower its scraper with manual hydraulic lift. Has sure-grip rubber treads, brake, driver. Of pressed steel.

81086 B298 Bulldozer; 10½x6½x5" ..$4.25



"AUTO-MAC" - THE WONDER DRIVER

Runs with powerful clockspring motor ... has strong steel frame, Red and Yellow plastic body, brake, solid rubber tires. Mac runs it, stops to watch hopper dump load, turns around again and resumes travel. Hopper lifts, lowers, tail gate opens. 12x4¼x5½" high.

81087 B260 Big "Auto-Mac" $3.69

Key-wind Remote Control SCOTTIE

This smart little Scottie has all kinds of talents! Just wind him up and guide him by turning his leash ... he'll trot along in any direction, wagging his tail behind him. Sturdily made of steel in Black-and-White "Scottie" colors; heavy rubber pointed ears, tail. 12½" long, 8¾" high.

81088 B245 Remote Control Scottie $3.49

Taylor

Ames

Cyclo-Stormograph

Ridgemont

Fairmont Jr.

Glendale

Be Your Own Weather Prophet... with a Taylor

CYCLO-STORMOGRAPH. Recording Barometer, the ultimate in barometric instruments! Clear plastic case on a hand-polished mahogany base; fine 7-day clockwork; unit diaphragm movement compensated for temperature. Forecast cards, year's supply of barographic charts, and ink. It is essential that you specify the altitude at which this barograph will be used. 12¾"x7½"x5" wide. Wt, 10 lbs. From Mass.

25127 D9950 For altitudes to 3500 feet . . **$150.00**
25128 D11765 For altitudes 3500-7000 ft. . **175.00**

AMES PENDANT BAROGUIDE. Teague-styled forecaster and room thermometer in hand-rubbed solid mahogany frame (10¼x5"). Two-toned ivory tinted dial, simplified for easy reading . . . gilt two-toned thermometer scale has non-fading Permacolor tube. Altitude adjusting back plate. A beautiful miniature version of a traditional instrument, modernized.

25132 A975 For altitudes to 3500 feet . . . **$14.50**
25133 A1100 For altitudes 3500-7000 ft. . . **16.50**

FAIRMONT JR. BAROGUIDE. Forecast dial warns of changes, barometer readings on center dial, side panels tell temperature and humidity. Altitude adjustment on back. Maroon. 8x5½x2½ inches.

25134 A975 For altitudes to 3500 feet . . **$14.50**
25135 A1100 For altitudes 3500-7000 ft. . . **16.50**

RIDGEMONT COMBINATION BAROGUIDE. Reliable barometer, room temperature and humidity units mounted in 10¾x4" crystal-clear plastic panel. Gold and Ivory finish. Altitude adjustment.

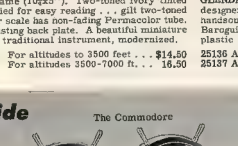
25145 A1470 For altitudes to 3500 feet . . **$22.00**
25146 A1600 For altitudes 3500-7000 ft. . **24.00**

GLENDALE COMBINATION SET. Styled by famous designer Teague, who combines beauty and utility so handsomely in the modern manner. Both Avondale Baroguide and Allendale Humidiguide have 5" clear plastic cases.

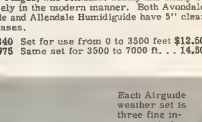
25136 A840 Set for use from 0 to 3500 feet **$12.50**
25137 A975 Same set for 3500 to 7000 ft. . . **14.50**

The Canterbury

Airguide



The Commodore



The Princeton

Each Airguide weather set is three fine instruments in one

Barometer forecasts fair or rainy weather 8 to 24 hours in advance. Hygrometer shows moisture content of air in home. Accurate thermometer. Airguides are adjustable for altitudes to 3500 ft. (can be adjusted to 7000 ft.).

The Canterbury. Solid Mahogany case. Polished brass bezels and spindle. Etched dials are richly silvered. 9x23x2½" high. 10 lbs. From Illinois.

25140 D4000 Specify altitude setting wanted **$60.00**

The Commodore . . . twin ships-wheel combination. Cases bronze color, spokes polished chrome. Solid Walnut base. 5" high, 9½" wide, 2½" deep.

25152 A1225 The Commodore **$18.00**

The Princeton. Handsome gunmetal gray plastic case, polished brass base. Two-toned dial, brass pointers. 4" high, 2" deep, 8" wide.

25141 A675 The Princeton **$10.00**

Construct 5 Historical Automobile Models!

All ready to assemble and paint, 5 authentic early cars, 3/8" scale. Parts are precision-molded of durable plastic. 1900 Packard Roadster, 1903 Cadillac, 1903 Model "A" Ford, 1909 Stanley Steamer, 1910 Model "T" Ford! Complete with motorist models of the day to drive them. Instructions included.

81212 B245 Highway Pioneer Set . . **$3.49**

SET OF 6 MODEL PLANE KITS

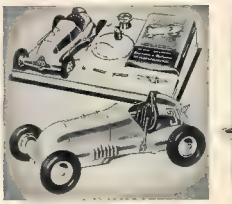
Ready to assemble. Realistic models with ready-shaped wood parts. Instructions tell you how to put together: C34 Piper Cub Super Cruiser, C22 Lockheed F-80 Shooting Star, C44 North American Sabre, C43 Lockheed Interceptor Fighter, C42 Douglas Skyrocket, and a C33 Northrop P-61C Black Widow.

81237 B350 Set of Model Plane Kits **$4.98**

SUPER SKYRO-PLANE

24" wingspread. High-flying $10\frac{1}{2}$" plane that performs intricate maneuvers, flies as high as 3000 feet, by rotating wings! Wings duplicate, in miniature, the sound of a real motor. Special rod and reel to fly it with, plus 2 spools of nylon flying thread -- 600 feet. Flies on the wind, anywhere.

81239 B345 Super Skyro-plane . . . **$4.95**



Thimble Drome O-Forty-Five RACER KIT

Model racing is a cinch with this complete kit. .045 Power Pack and wheels, not mounted. Assemble in a jiffy without tools. Speeds from 6 mph to 35, manually operated muffler. Kit contains steel cable, center post, battery clip, even fuel. Dry cell not included. Shipped by Express. Wt. 3 lbs.

81784 B1265 Thimble Drome Racer **$16.95**

GAS-PROPELLED PLANE with MOTOR

Aeromite real model, with 17-inch wingspread. Flies under gasoline power, in straight flight or stunts with the patented Jim Walker control unit. Bright red plastic construction, and tiny Spitfire gasoline engine. Propeller and 2-wheel landing gear are removable.

81750 B798 Aeromite, Instructions **$11.95**

INTER-COMMUNICATION Master Phones

2-way desk phones operate on standard flashlight batteries. Set contains 2 complete cradle phones with buzzers, 2 coils of wire, each about 25-ft., instructions and guarantee. Blue hammertone enamel finish. For use in home, farm, office, shop or as educational toy. Additional stations can be attached.

81279 B525 Master Phone Set **$7.50**

MICRO-VOX Transmitter, Sound Effects

Your child can stage his own radio show right in the living room! No wires, no hookups. Broadcasts over any radio within 75 feet. Complete with tube, batteries, tuner and built-in high-fidelity microphone. Sound effects include 15 real studio-effect devices, scripts.

81732 B795 Micro-Vox Kit **$11.95**

MINIATURE ORGAN WITH BENCH

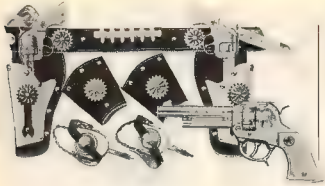
Twin pedal operated chromatic organ built to last of fine woods finished in Walnut or Mahogany. Plays 2 chromatic octaves with sharps and flats--on 25 brass reeds, 25 large keys. Complete with bench, instructions, song folio. 12x18x27½" high. Shipping weight 25 lbs. From New York.

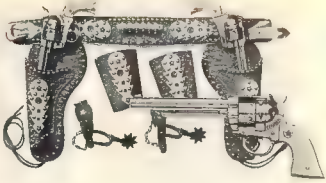
81743 D1750 Specify finish **$24.95**

SPINET PIANO AND BENCH

Large enough for a child to learn with and develop his skill. Keyboard of 36 plastic keys, sharps and flats, produces clear, lovely tones. Spinet replica is 24½ inches high, 21½ inches wide, 16 inches deep. Bench is 10 inches high; seat, 11x8 inches. Both are mahogany finished. From N. Y.

81744 D2065 Wt. 30 lbs. **$29.50**





"TEXAN" STYLE HOLSTER SETS . . . A young cowboy's dream!

Big 2x26" leather belt, white felt-backed, white floral designed ends, Western buckle, nickeled studs, sunbursts. 6 white enameled wooden bullets. Black and white floral leather pockets with tassels. Matching cuffs, spurs with Black leather straps, nickeled steerhead-conchas. Famous Texan, Jr. six-shooters in silver finish.

81765 B525 Double Holster with spurs, cuffs, guns, belt . . **$7.50**
81766 B385 Double Holster, guns, belt (less cuffs, spurs) . **5.50**
81767 B245 Single Holster, one gun, belt **3.50**

S-BAR-M "COWBOY SENIOR" HOLSTER SET

Scaled for "big brother" rough riders! Belt and holster made of blonde alligator grain split cowhide, completely backed with golden-rod scallop-edge felt. White leather applique with brass studs and star jewels. Matching cuffs, silvery finished spurs and big Cowboy Senior six-shooters. Red wood bullets in leather loops.

81768 B695 Double holsters, guns, spurs, cuffs, belt **$12.50**
81769 B715 Double holsters, guns, belt (less spurs, cuffs) . **9.95**
81770 B430 Single holster, Cowboy Sr. gun **5.98**

COWGIRL OUTFIT

For the active young "pioneer" woman in the midst of all your cowboys! Attractive, plaid lined black suedine skirt with white fringe . . . applique decoration . . gleaming silvery nailhead trim. Outfit includes plaid shirt, plains-woman's hat, scarf, tie slide and 6-ft. lariat. Specify size: Small (1 to 5), Medium (6 to 7), Large (8 to 9)

81703 B480 Retail **$6.75**

COWBOY OUTFIT

Ride the range in style, pardners! . . . this real western outfit includes big, floppy, "chap" style suedine pants with shining silvery nailheads, white applique and white fringe trim. Handsome plaid shirt, big ranchman's hat, scarf, tie slide . . . 6-ft. lariat. Specify size: Small (age 1 to 5), Medium (6 to 7), or Large (8 to 9).

81702 B480 Retail **$6.75**

COWBOY BOOTS

Texan style boots to match the rest of your cowboy outfit. Soft, Burgundy leather uppers, Tan Elk vamp. Tan cut-out decoration on uppers. Real spurs! Flat rubber heels and long-wearing composition soles. Made in children's sizes: 8, 9, 10, 11, 12, 13, and 1, 2 and 3. Specify size when ordering.

81705 B510 Cowboy Boots **$6.98**

Space Viewer PICTURE GUN and THEATER

Complete movie projector enclosed in a rugged die-cast gun. Pull the trigger—it shoots a picture on screen, ceiling, wall! Picture changes each time trigger is pulled. Gun is complete: bulb, batteries, lenses, 7 easy-to load films. Gun size: 6" long, Theater size: 12⅝x8x6½" high.

81774 B250 Space Viewer Set **$3.50**

GO COWBOY with BRONCO BUSTER GAME

Yipee! They'll play the pin ball game with bucking steers and galloping horses for stakes. Glass top over Masonite base, finished with multicolored setting, is your corral! 9 colored marbles, 1 white marble, 1 wooden peg. Steel grained, dark red finished frame. 11x21" long, 12" deep.

81090 B230 Bronco Buster Game . **$3.29**

REAL SLATE BLACKBOARD ON EASEL

Makes learning fun! Slate can be tilted to easel position . . . pulled down to make a "write on" desk. Roller at top turns to show gay, lively, easy to-copy pictures; the alphabet, numbers. Sturdy natural hardwood frame, 44½" high, 22½" wide. Slate 16 by 18". Perfect for "pretend" school play!

81576 D695 Wt. 18 lbs. From N Y **$9.95**

PLAYTIME TOOTSIETOY SET

Almost everything that goes, on highway or on high--here in an exciting, realistic group of roll toys. Greyhound Bus, Shell and Sinclair gasoline trucks, wrecker, dump truck, jeep, Pan American airliner, 2-place Army fighter, sedan, and convertible. Rubber wheels.

81350 B245 Tootsietoy Set **$3.49**

COWBOYS AND INDIANS

It's open warfare when these cowboys and Indian braves clash! Moulded of cast metal, painted in bright colors, they shoot guns, aim bows and arrows just as in a western movie. 2 and 3" high; up to 4" long. Set contains; 4 Cowboys, 4 Indians, 1 Stage coach, 2 Horses, Driver, Rider.

81781 B229 Complete Set **$3.29**

FARMER, ANIMALS AND TRACTOR

All a child needs, to play at farming. Set it up on a grassy plot, or table. Farmer, his wife, hired man and boy. A tree for the farm, a gate for the road. Fine die-cast tractor, hay rake, trailer and cultivator; rubber wheels. Pigs, cow, horse, goats, sheep, hen, goose and dog.

81283 B455 Farm Set **$6.50**

OPERATING SERVICE STATION

Officer directs traffic, signals change, 2 cars (lifting hoods) open service door with touch of bumper. Crank elevator, re-circulating water washpit, air reel, 2 pumps (nozzle valves). Lubricating rack lifts, 3 "penny" park-meters, gas tanks, oil drums, All steel; Tekwood base.

81226 B560 Base Size; 24x16" . . . **$8.00**

TALKING RAILROAD STATION

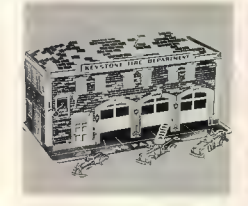
Hurry to the station! By bus, or park at 2 penny meters. Operating traffic light; bus changes signs, has luggage compartment. Hand crank plays regular record to get choo-choo train sound, and loud-speaker calling principal cities on main line. Made of masonite and tekwood.

81290 B350 Base: 12x23" **$5.00**

FREIGHT TRUCKING TERMINAL

Typical terminal with cargo trucks, platform equipment, freight and baggage! Can be used with miniature railroad systems. Metal ramp, plastic stairs, metal barrel slide, platform weight scale, baggage trucks: electric and hitching tongue type. Size 29x11¼x6"; lithographed steel.

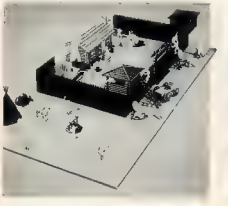
81786 B350 Set **$4.98**



ACTION-PACKED FIRE STATION!

Turn the crank, bell rings, all doors open at once. Plastic pump engine and aerial ladder, chief's car, automatically dash from station (releasing spring action). Masonite and Tekwood Fire Station is beautifully decorated in many colors. Base size: 19 x 18 inches.

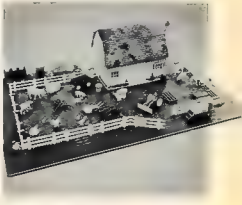
81792 B315 Fire Station **$4.49**



FORT APACHE STOCKADE

Early American Stockade with blockhouses, log cabins, tepee, realistic frontiersmen, Indians and horses. Authentic Frontier Fort and adjoining Indian camp, completely equipped inside and out. 11 log-type stockade sections, each 6x4½" high. All of sturdy plastic. Steel cabin, 11x7x6".

81787 B420 The Set (71 pieces) . . . **$5.98**



MODERN FARM SET

Up-to-the-minute farm with metal hip-roofed barn, 13½x9x9"; 21 sturdy plastic farm animals. Farm tractor with hitch will pull all 7 plastic farm implements. Six birds, milk-loading platform, 3 milk cans, etc. Fence to enclose entire set. All solid plastic. Seventy pieces in all!

81788 B350 Modern Farm Set **$4.98**

TUDOR

Silverplate

by Oneida Community Silversmiths

Gleaming elegance for your table, at a budget-wise price . . in two time-honored Tudor patterns. Each beautifully balanced piece is designed with the perfection you'd expect in only the finest silver. Hollow-handled knives have stainless steel blades with the new serrated edges that never lose their sharpness. Guaranteed by Oneida Ltd.

The Consumer's prices listed on this page are prescribed minimum resale prices on Tudor Plate in all states which have enacted Fair Trade Acts.

COMPLETE SERVICES in Anti-Tarnish Chests . . 2 Patterns . . One Price! Specify Bridal Wreath or Sweet Briar pattern.

26-Pc. Service for 6 in anti-tarnish chest. Six each: teaspoons, knives, forks, oval soup spoons; butter knife and sugar spoon.

10750 A1500 With Dinner knives . . $24.95
10747 A1500 With Grille knives* . . 24.95

50-Pc. Service for 8 in "Trousseau" chest. Includes: 16 teaspoons, 8 each: knives, forks, salad forks, oval soup spoons; butter knife and sugar spoon.

10751 A2397 With Dinner knives . . $39.95
10748 A2397 With Grille knives* . . 39.95

68-Pc. Service for 8 in "Dower" chest with extra drawer. Includes: 16 teaspoons, 8 each: knives, forks, salad forks, oval soup spoons, iced drink spoons, butter spreaders; 2 serving spoons; butter knife and sugar spoon.

10752 A3237 With Dinner knives . . $63.95
10749 A3237 With Grille knives* . . 53.95

OPEN STOCK . . 2 Patterns . . Same Price
Specify Bridal Wreath or Sweet Briar . . .

Open Stock Prices . . . Each

10753 A23	Teaspoon	$ .38
10754 A100	Dinner Knife*	1.67
10755 A45	Dinner Fork	.75
10756 A100	Grille Knife*	1.67
10757 A45	Grille Fork*	.75
10758 A45	Salad Fork	.75
10759 A45	Oval Bowl Soup Spoon .	.75
10760 A45	Round Bowl Soup Spoon	.75
10761 A45	Tablespoon	.75
10762 A45	Iced Drink Spoon	.75
10763 A45	Oyster Fork	.75
10764 A45	Butter Spreader	.75
10765 A69	Butter Knife	1.15
10766 A69	Sugar Spoon	1.15
10767 A90	Cold Meat Fork	1.50
10768 A90	Gravy Ladle	1.50
10769 A90	Pierced Round Server .	1.50

Bridal Wreath . . . . . **Sweet Briar**

. . highly embossed floral design enhances the simplicity of the gracefully curved top and gleaming surface. At home with any setting -- modern or traditional.

. . mirror-bright panel highlighted by dainty flower motif, sculptured top and slender flowing lines. Lovely, ever-popular pattern to use every day -- every occasion

There is no Federal Excise Tax on Silverplated Flatware

*Grille Knives and Forks have longer handles, shorter blades.

Community and Tudor merchandise is supplied only to stores qualified as retailers of silverware to consumers.

Men's Rings

NOTICE—All prices quoted in this Catalog are either the Manufacturer's or Bennett's Suggested Retail Prices and do not include the Federal Excise Tax. They are not the prices at which Bennett Brothers sell. See Trade Information **Diamonds and Jewelry are subject to a Federal Excise Tax.**

1656RW4800
Diamond Set

14K Y.G. Mounting set with genuine Black Onyx stone and full cut 10 point Diamond of fine quality. Heavy weight.
Sugg. Retail $80.00

1657RW3400
Diamond Set

14K Y.G Mounting of unique design set with genuine Black Onyx and fine quality Diamond
Sugg Retail $56.65

1577RW2840
Onyx

10K Yellow Gold men's genuine onyx ring set with 2 fine diamonds.
Sugg. Retail $54.35
1578RW1160 — Without diamonds
Sugg Retail $31.75

1735RW2330
Onyx Ring

Gleaming creation of genuine Black Onyx with two fine side diamonds. 10K Yellow Gold mounting. Fine workmanship
Sugg. Retail $43.65

1575RW2760—Onyx

10K Yellow Gold man's genuine Onyx ring set with .06 ct. diamond
Sugg. Retail $52.35

1734RW2950

10K Yellow Gold mounting. Fine .06 ct. diamond set in gleaming genuine Black Onyx
Sugg. Retail $55.50

1742RW2430
Onyx Ring

10K Yellow Gold mounting. Shank beautifully embellished with a drop on design. Genuine Onyx stone with a fine quality diamond set in White Gold Sugg. Retail $48.00

1743RW2280
Onyx Ring

Genuine Onyx stone with a fine quality diamond. Substantial 10K Yellow Gold mounting
Sugg. Retail $42.75

1744RW2950
Onyx Ring

Finely constructed mounting of 10K Yellow Gold. Set with genuine Black Onyx stone and fine diamond
Sugg. Retail $55.50

1745RW2880
Onyx Ring

10K Yellow Gold mounting. Genuine Black Onyx is one set with fine quality diamond. Beautifully executed
Sugg. Retail $40.00

1746RW2950
Onyx Ring

Genuine Black Onyx in a unique shield design. Fine quality diamond set in White Gold. An innovation in ring fashion
Sugg. Retail $48.65

1747RW3760
Onyx Ring

Substantially constructed 10K Yellow Gold mounting. Genuine Black Onyx with fine quality .05 ct. diamond set in White Gold
Sugg. Retail $62.65

1670RW2000
Onyx Ring

Genuine Black Onyx stone with Genuine White Zircon in center. Set in 10K Yellow Gold mounting
Sugg Retail $37.50

1654RW1960—Onyx

10K Yellow Gold Genuine Black Onyx Stone with fine diamond in center set in White Gold
Sugg. Retail $32.65

1716RW3990
Diamond Set

14K Yellow Gold mounting of finest workmanship. Genuine Black Onyx stone with .06 ct. diamond center and .03 ct. side diamonds
Sugg. Retail $99.65

1622RW3155
Diamond Set

10K Yellow Gold Mounting of unusual design set with genuine onyx stone and four cut .12 ct. diamond
Sugg. Retail $85.94

1717RW2160
Initial Ring

10K Yellow Gold mounting with genuine black Onyx and a brilliant genuine White Zircon on either side. 10K Yellow Gold raised initial
Sugg. Retail $30.00

1718RW2600
Initial Ring

Beautifully constructed 14K Yellow Gold mounting. Genuine Black Onyx stone with raised 14K Gold initial
Sugg Retail $43.35

1564RW2240
Initial Ring

10K Yellow Gold with raised Yellow Gold initial on Black Onyx. 1 fine diamond
Sugg. Retail $36.65

1635RW3000
Diamond Set

10K Yellow Gold Mounting set with Black Onyx stone and 2 fine diamonds. Raised 10K initials
Sugg. Retail $50.00

1748RW2440
Initial Ring

10K Yellow Gold mounting with raised Yellow Gold Initial on Black Onyx. Fine quality diamond
Sugg. Retail $40.70

1749RW1320
Initial Ring

Beautifully executed 10K Yellow Gold ring. Genuine Black Onyx stone with 10K Yellow Gold raised initial. Onyx artistically adorned with White Gold.
Sugg. Ret. $24.75

1637RW1320
Initial Ring

Raised 10K Initial on genuine Black Onyx stone set in 10K Yellow Gold Mounting
Sugg Retail $24.75

1638RW1320
Initial Ring

Raised 10K Initial on genuine Black Onyx stone set in 10K Yellow Gold Mounting
Sugg. Retail $24.75

1666RW2240
Onyx Ring

10K Extra Heavy Yellow Gold mounting with solid shank. Set with Genuine Black Onyx
Sugg. Retail $37.35

1629RW1920
Bloodstone

10K Yellow Gold Mounting set with genuine Bloodstone. The birthstone for March
Sugg. Retail $32.00

1663RW3900
Service Ring

Officer's style service ring of synthetic Ruby or Sapphire. 10K Yellow Gold. Available Army, Navy or Air Corps.
Sugg Ret. $80.00

1724RW1150
Service Ring

10K Yellow Gold mounting with genuine Black Onyx stone. 10K Insignia. Specify Army Navy Marine or Air Corps
Sugg. Ret. $27.50

1725RW2920
Service Ring

10K Yellow Gold mounting with synthetic Ruby or Sapphire. 10K insignia. Specify Army Navy Marine or Air Corps.
Sugg. Ret. $38.65

Onyx Ring
1667RW1060

10K Y.G. mounting set with Genuine Black Onyx stone
Sugg. Retail $20.25

1650RW1160
Onyx Ring

10K Y.G mounting set with Genuine Black Onyx stone
Sugg. Retail $21.75

How to Determine Ring Sizes—See Page 624

1
Dutch Import
59.95
6.00 down

3
Underwood
71.80
7.20 down

4
Smith Corona
71.65
7.20 down

5
Royal "Companion"
79.05
8.00 down

6
Royal "Deluxe"
111.78
11.20 down

316•ALDENS

For use at home

For use on Business trips

2
Hermes Rocket
68.37
6.90 down

Typewriters 59.95 up

low as 6.00 down 5.00 a mo.

All famous-make lightweight portables! All with case!

1. ALDENS "TRAVELER" — new Dutch import. Only 3x11x12-in. Rugged as an office machine! Weighs only 8 lbs. 8 oz., yet can support up to 250 pounds! Standard keyboard, right and left margin stops, 1, 1½ and 2 line spacing, Cordovan Brown and Beige finish, finger form plastic key buttons. High quality -tested by laboratory and consumer! Serviced in U S. Plica type only. 6.00 dn Mail Fed tax incl

H36Y9714E—Ship. wt. 13 lb. **59.95**

2. HERMES ROCKET — lightest, smallest, strongest portable ever! Weighs only 8 lb. 11 oz. All features of regular office machine, including full size keyboard. Single, double, half space. Uses standard 12-yd. ribbon. Gray crackle carrying case—retracting handle, double locks. ELITE (12 letters to the inch) or PICA (10 letters per inch) type. State type size. Federal tax incl. Shipped express prepaid

H36 Y 9733R—6.90 down... **68.37**

3. UNDERWOOD "LEADER" the family portable! Perfect for the youngsters' homework — helps them get higher marks. Mother and Dad need it too for letters, business, etc. Mathematical, business symbols. Automatic ribbon reverse, single and double spacing. Adjustable margin stop. Pica type only Fed. tax incl Shipped express prepaid

H36Y9700R—7.20 down..... **71.80**

4. SMITH-CORONA "SKYWRITER" —weighs only 9 pounds! Perfect for the busy traveler, stay-at-homes too. Fits into average-size brief case! All standard features including 84-character keyboard, shift key and lock, backspacer and space bar. Margin set, color speed keys, bell. Grey beige ripple finish. Pica type only Shipped express prepd from Chicago

H36Y9705R—7.20 down..... **71.65**

5. ROYAL "COMPANION" portable. Full size standard keyboard. Linefinder for writing between lines. Automatic ribbon reverse. Locked shift. Left and right margin stops. 3 point paper feed. Mathematical symbols and vertical line space lever. Grey finish. Pica (10 letters per inch) or Elite (12 letters per inch) type. Please state type size. Shipped express prepaid from Chicago, Illinois. Aldens Easy Payment Plan P. 309

H36Y9717R—8.00 down . **79.05**

6. ROYAL QUIET DELUXE for near-noiseless typing. Standard size 4 row keyboard. Exclusive "Touch Set Tabulator." Margin control. 1, 2 and 3 line spacing, adjustable paper holder, rapid ribbon changer. Paper lock, paper guide, and paper supports. Carrying case Pica, Elite or Vogue type. Please state type size preferred. Federal tax included. Shipped express prepaid from Chicago, Illinois. Easy Pay P. 309

H36Y9715R—11.20 down... **111.78**

Fed Tax incl. No charge for Easy Payments on Royals, Underwoods

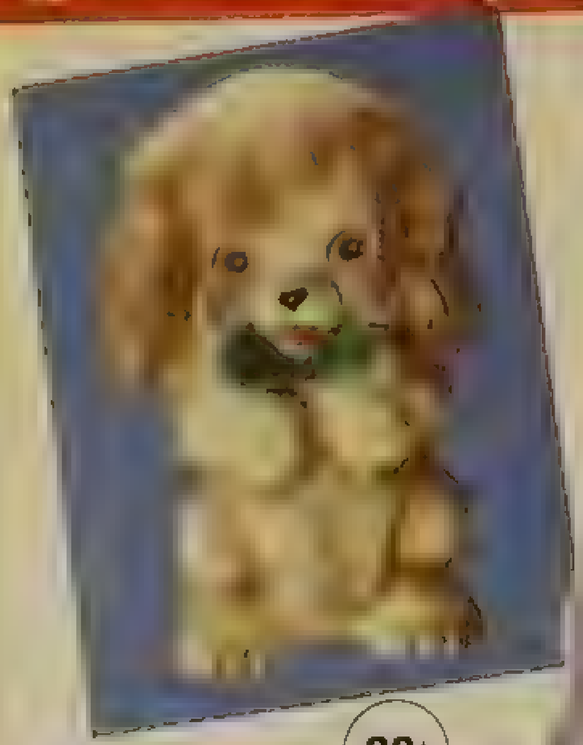
TYPEWRITER TABLE 4.98

Strong steel typewriter table. A 5.49 value! Desk height for easy use, rollaway style for convenient storage. Smooth rolling casters. Ideal for use with portables shown above. Size: 24x 14½x26-in. Use also with "uprights" in Big Book 36 Y 9825E—Mail. Ship wt. 16 lb.....4.98

Exclusive Toy Creations

by

ONE OF AMERICA'S
MOST PROMINENT
DESIGNERS



98¢

523 CUDDY

98¢

522 JUMBY

98¢

525 RUSTY

ANTOYS

98¢

524 FUZZY

59¢

533

531

CHUCKY

79¢

532 PUPPY

79¢

526

528

79¢

527

79¢

89¢

521

TUBBY

98¢

Presenting

DISTINCTIVE TOY PARADE

by

AKTOY

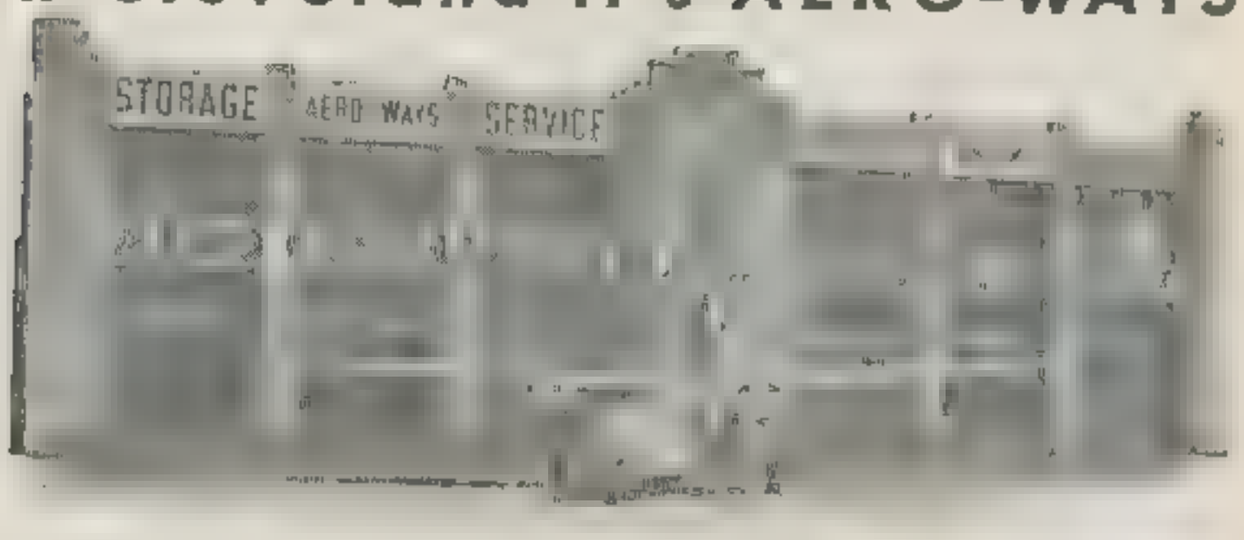
AERO DESIGN Commander

nation-wide

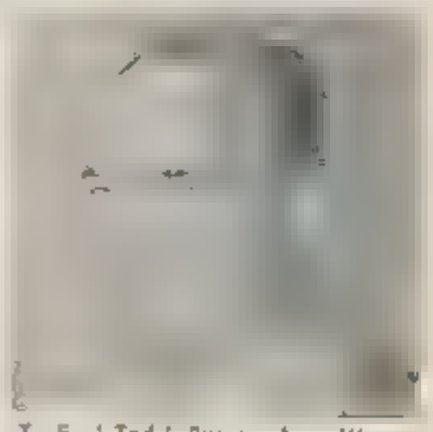
SALES & SERVICE

organization to serve you...

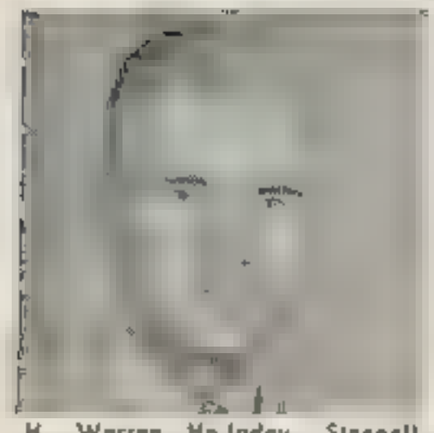
In Cleveland it's AERO-WAYS



AERO-WAYS, INC., under the capable direction of president Ted Byron, has been a leader in the field of aviation for nearly a quarter of a century. The modern Aero-Ways shops are manned by veteran aircraft personnel. A factory distributor for most nationally advertised aviation products, Aero-Ways received the Department of Commerce citation for having the first model "aviation store"



T. E. 'Ted' Byron, Aero-Ways, Inc., Municipal Airport, Cleveland, Ohio.



H. Warren Holladay, Stowell and Holladay Washington, National Airport, Washington, D. C.

Don Pennington Carolina Aero Company, Municipal Airport, Asheville, North Carolina.

George Horte Hoyle Flying Service Municipal Airport, Wichita, Kansas.

Walter R. Crow, Walter R. Crow, Inc., Municipal Airport, Toledo, Ohio.

B. G. Vandre Van's Air Service Municipal Airport, St. Cloud, Minnesota

C. W. Wayne Crussell, Southern Aero, Inc. Municipal Airport Atlanta, Georgia.

Chesson M. Chet Newhall, The Babb Co., Canada, Ltd., Montreal Airport, Dorval, P.Q.

Al Meuser Arthur Meuser Co., Inc., LaGuardia Field, New York, N. Y.

H. Monty Montgomery National Aero Sales Corp., Midway Airport, Chicago, Ill.

Don Hood, Aero Sales and Service Company, Weir Cook Municipal Airport, Indianapolis, Indiana

H. William Bill Blake Sales Manager Washington Aircraft and Transport, Boeing Field, Seattle Washington.

Fred Smith Sales Manager, A Research Aviation Service Co., 5907 W. Imperial Highway, Los Angeles 45, California

J. K. Johnny Hamp, Aero Sales Division, Houston Transportation Co., Municipal Airport, Houston, Texas

Cy Willock, Sales Manager, Dowtown Air-Park, Inc., 1800 South Western, Oklahoma City, Oklahoma.

H. Leibee Wheeler, Buffalo Aeronautical Corporation, Buffalo Municipal Airport, Buffalo, New York.

AERO DESIGN Commander

AERO DESIGN AND ENGINEERING COMPANY

TULSA AIRPORT — OKLAHOMA CITY — OKLAHOMA

I. H. 'Monty' Montgomery, National Aero Sales Corp., Midway Airport, Chicago, Ills.

B. G. Vondre, Van's Air Service, Municipal Airport, St. Cloud, Minnesota.

H. Warren Holladay, Stonnell and Holladay, Washington National Airport, Washington, D. C.

C. W. Wayne Crusselle, Southern Aero, Inc., Municipal Airport, Atlanta, Georgia.

Don Pennington, Carolina Aero Company, Municipal Airport, Asheville, North Carolina.

Don Hood, Air Sales and Service Company, Weir Cook Municipal Airport, Indianapolis, Indiana.

Art Maurer, Arthur Maurer Co., Inc., LaGuardia Field, New York, N. Y.

George Harte, Harte Flying Service Municipal Airport, Wichita, Kansas.

H. Lebbeus Wheeler, Buffalo Aeronautical Corporation, Buffalo Municipal Airport, Buffalo, New York.

J. K. 'Johnny' Hamp, Aero Sales Division, Houston Transportation Co., Municipal Airport, Houston, Texas.

Fred Smith, Sales Manager, AiResearch Aviation Service Co., 5907 W. Imperial Highway, Los Angeles 45, California.

H. W. 'Bill' Blake, Sales Manager, Washington Aircraft and Transport, Boeing Field, Seattle, Washington.

Cy Willock, Sales Manager, Downtown Air-Park, Inc., 1800 South Western, Oklahoma City, Oklahoma.

Aero Commanders...

nation-wide

SALES

and

SERVICE

organization to serve you...

The Aero Commander Nation-Wide Sales and Service Organization unites a combined total of more than 300 years of aviation experience and technical knowledge. Commander owners are assured of a service commensurate with the fine quality of the product itself, when they deal with these firms of recognized integrity.

AERO DESIGN Commander

AERO DESIGN AND ENGINEERING COMPANY
TULAKES AIRPORT • OKLAHOMA CITY, OKLA.

new horizons for business in the...

Like a vision of tomorrow, The Aero Commander, America's new high performance twin-engine business plane, has taken the spotlight in the Golden Age of Aviation. This luxurious plane for the executive embodies the accomplishments of aviation science and aeronautical engineering since the time of the first flight of the Wright Brothers at Kitty Hawk, on December 17, 1903. As the fiftieth anniversary of that flight approaches, the Aero Commander, which is being produced at the rate of two a week with fifty of them already hard at work as tools for the business world, is a fitting tribute to the Wright Brothers for their outstanding accomplishment, and to the phenomenal achievements of those who followed in their steps.

AERO DESIGN *Commander*

TULAKES' AIRPORT • OKLAHOMA CITY, OKLA.

AERO *Commander* NATION-WIDE SALES and SERVICE ORGANIZATION

IN LOS ANGELES IT'S AIRESEARCH

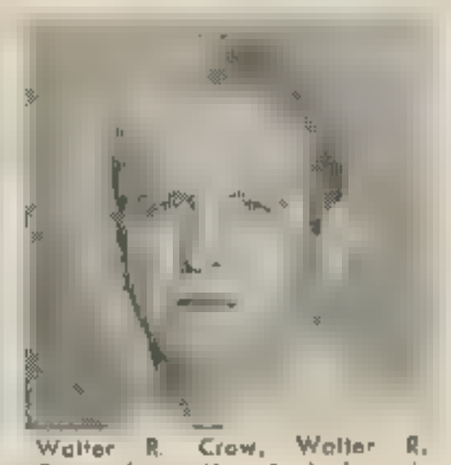
An unbeatable combination of veteran leadership and unlimited facilities has made AiResearch Aviation Service Company headquarters for executive and private aircraft on the west coast. Under the able direction of general manager Jack O'Brien and sales manager Fred Smith, AiResearch is performing every aviation service from the simplest repair to major conversion of the world's largest aircraft.

Fred Smith, Sales Manager, AiResearch Aviation Service Co., 5907 W. Imperial Highway, Los Angeles 45, California.

H. Warren Halladay, Stonnell and Halladay, Easton Municipal Airport, Easton, Md

Don Pennington, Carolina Aero Company, Municipal Airport, Asheville, North Carolina.

George Harte, Harte Flying Service Inc., Chanute Municipal Airport, Chanute, Kan.



Walter R. Crow, Walter R. Crow, Inc., Municipal Airport, Toledo, Ohio.

B. G. Vandre, Van's Air Service, Municipal Airport, St. Cloud, Minnesota

C. W. 'Wayne' Crusser, Southern Aero, Inc., Municipal Airport, Atlanta, Georgia.

Cheston M. 'Chet' Newhall, The Bobb Co. Canada) Ltd. Montreal Airport, Dorval, P.Q.

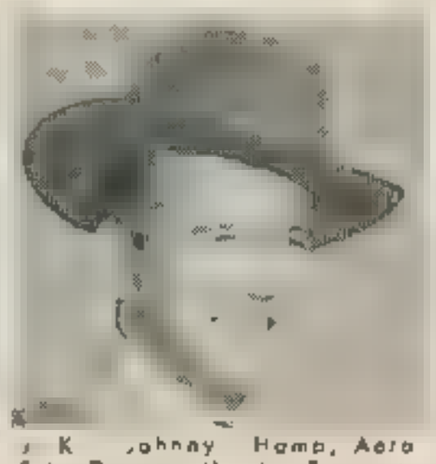
Art Meure, Arthur Meurer Corp., LaGuardia Field New York N. Y.

O. B. Callan, Sales Manager National Aero Sales Corp., Midway Airport, Chicago, Ill.

Don Hood, Air Sales and Service Company, Weir Cook Municipal Airport, Indianapolis, Indiana

Peter Graves, Southern Ohio Aviation Company, Inc., Dayton Municipal Airport, Vandalia, Ohio.

T. E. 'Ted' Byron, Aero-Ways, Inc., Municipal Airport, Cleveland, Ohio



J. K. 'Johnny' Hamp, Aero Sales Division Houston Transportation Co., Municipal Airport, Houston, Texas

Cy Willock, Sales Manager, Downtown Air-Park, Inc., 1800 South Western, Oklahoma City, Oklahoma

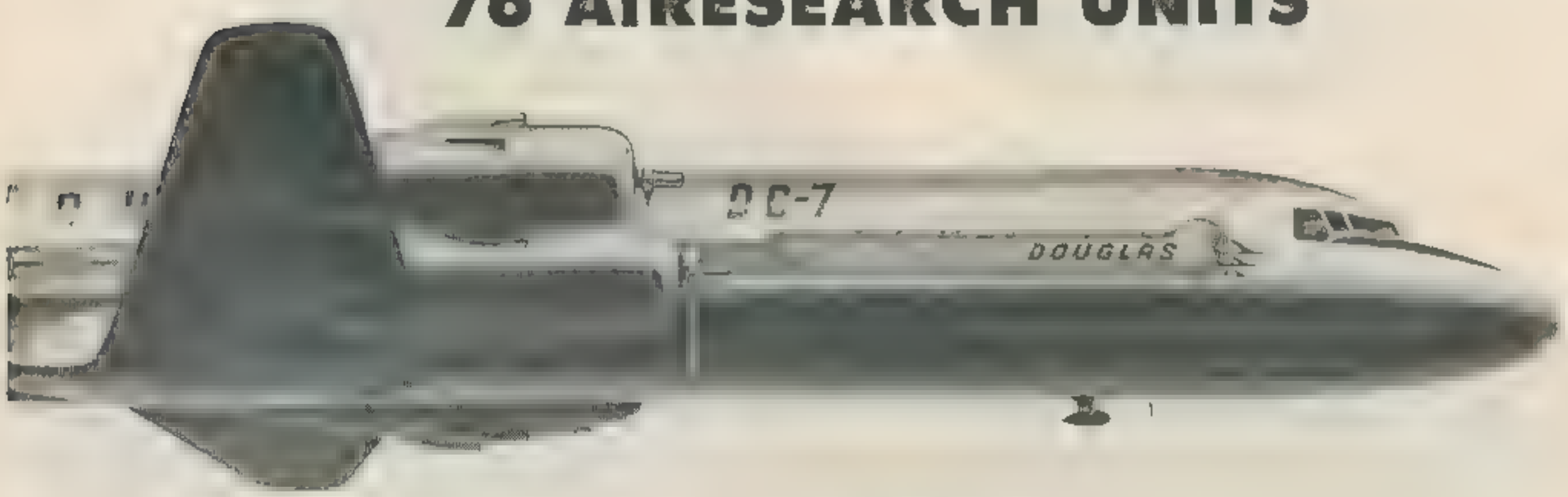
H. Leslee Wheeler, Buffalo Aeronautical Corporation, Buffalo Municipal Airport, Buffalo, New York

AERO DESIGN *Commander*

AERO DESIGN AND ENGINEERING COMPANY

TULSA-ROGERS AIRPORT · OKLAHOMA CITY · OKLAHOMA

76 AiRESEARCH UNITS



ON EACH GREAT

NEW DOUGLAS DC-7

Another step forward has been taken in commercial aviation with the advent of the 400 mph DC-7. And as always when new sky frontiers are crossed, AiResearch products are doing a big job as part of the team!

Would you like to work with us?
Qualified engineers, scientists and skilled craftsmen are needed here.

AiResearch Manufacturing Company

A DIVISION OF THE GARRETT CORPORATION

LOS ANGELES 45, CALIFORNIA • PHOENIX, ARIZONA

DESIGNER AND MANUFACTURER OF AIRCRAFT EQUIPMENT IN THESE MAJOR CATEGORIES

Air Turbine Refrigeration | Heat Transfer Equipment | Electric Actuators | Gas Turbines | Cabin Superchargers | Pneumatic Power Units | Electronic Controls | Cabin Pressure Controls | Temperature Controls

Best SELLERS Year-around

Barr

BALLOONS

EASY TO INFLATE

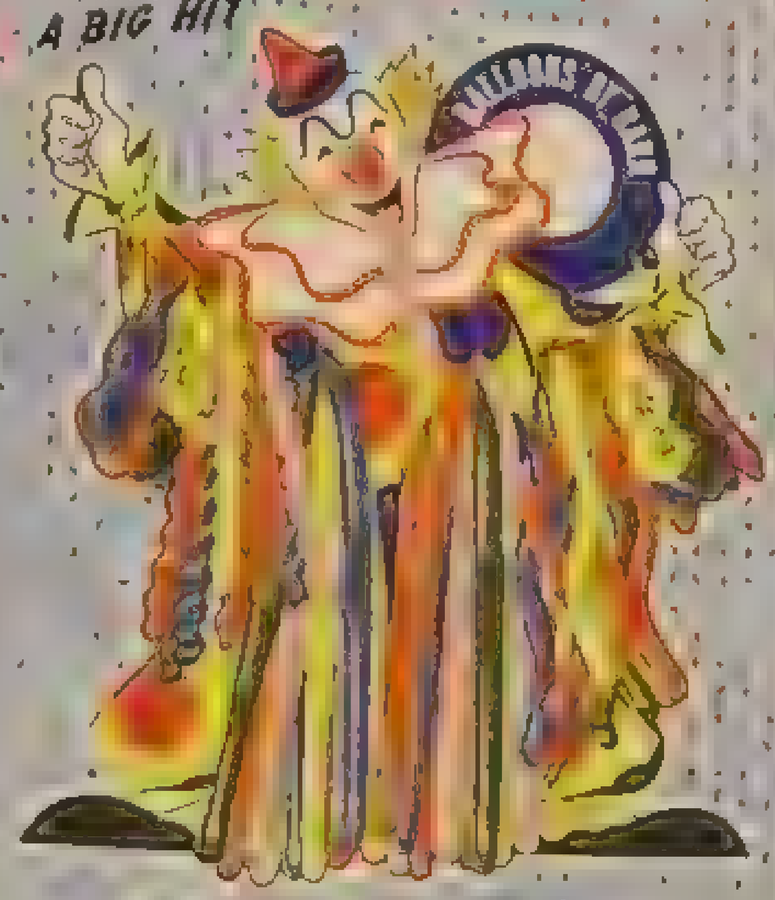
PROFIT MAKER

FLIPPER THE SEAL

PUFFY THE PIG

"BIG TOP" DISPLAY CARD

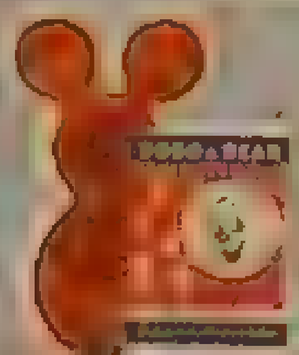
A BIG HIT



"CLOWN" DISPLAY CARD

MAJOR MOUSE

TOMMY TOSS MOUSE



BOBO THE BEAR

GAS INFLATED BALLS

SPARKLING DESIGNS

PICTURESQUE

STAR

ALPHABET

PARASTRIPE

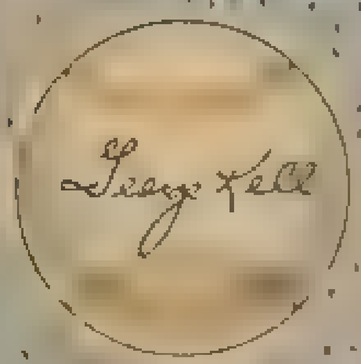
FULL COLOR DECAL

SPONGE BALLS

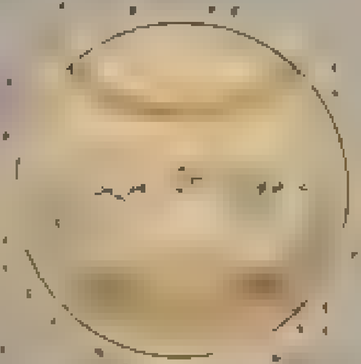
VOLUME SELLERS

CELLO WRAPPED

WINDOW BOX



GEORGE KELL



JOE DiMAGGIO

MICKEY MANTLE

MORE BARR CREATIONS ON NEXT PAGE

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE
ROOM 509
200 FIFTH AVE. BLDG.

Barr

"CHAMPS"...NEW For '53

NEW

BALLOON COUNTER DISPLAY

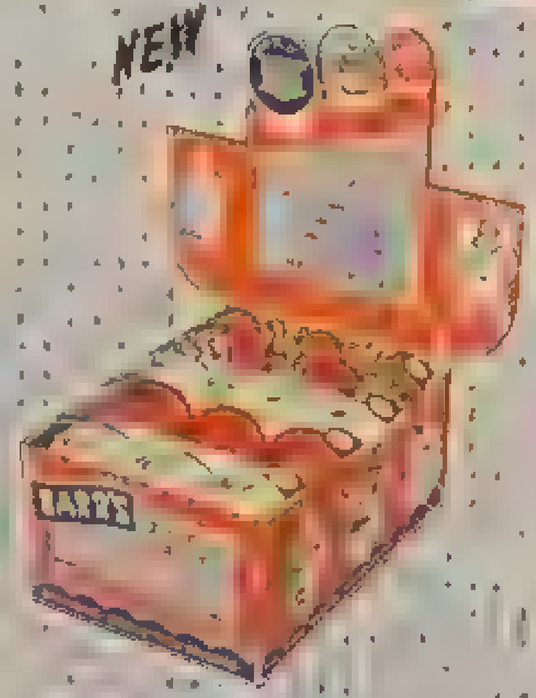
NEW

PET TOY DISPLAY

NEW

METAL BALL RACK

NEW

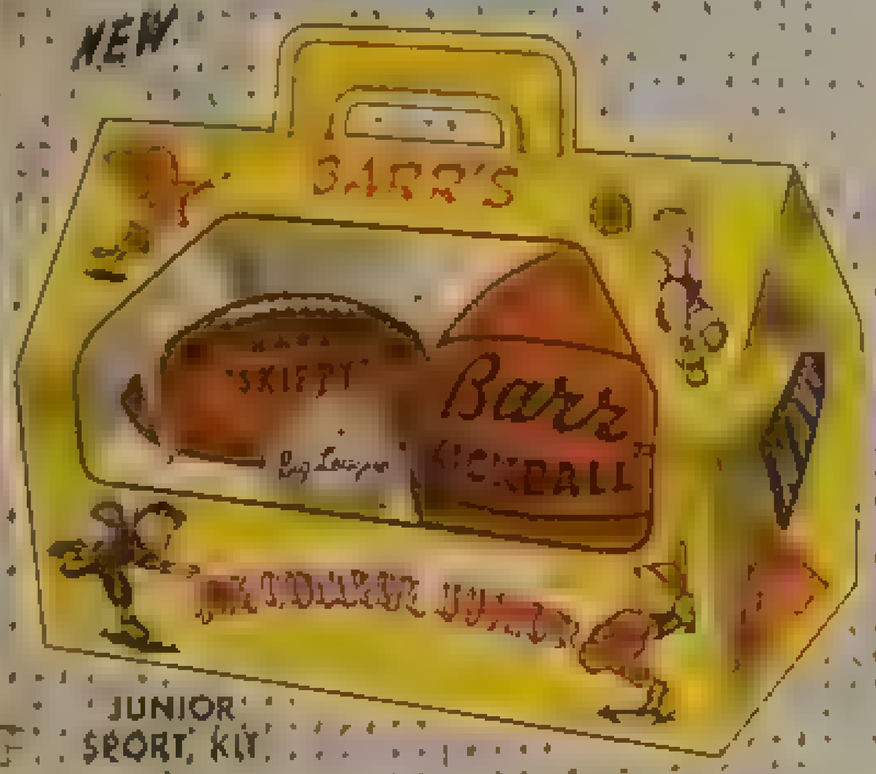


SPONGE BALL DISPLAY

NEW

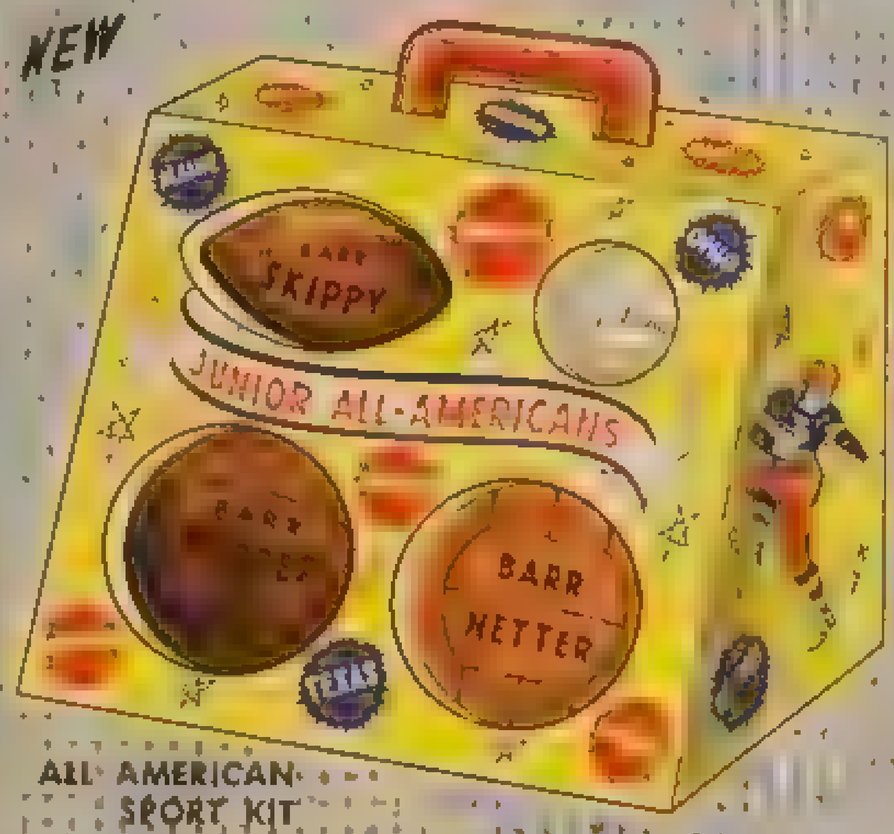
WINDOW BOX DISPLAY

NEW



JUNIOR SPORT KIT

NEW



ALL AMERICAN SPORT KIT

SEE OUR COMPLETE LINE OF CREATIONS AT THE TOY FAIR

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE
ROOM 509
200 FIFTH AVE BLDG

Best SELLERS Year-around

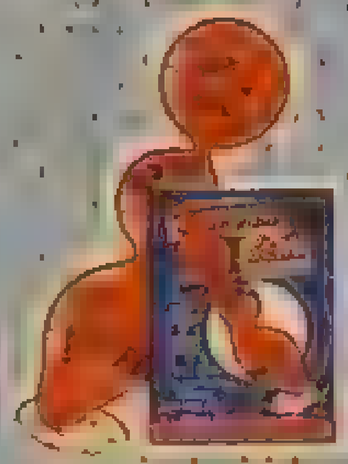
Barr

BALLOONS

EASY TO INFLATE

PROFIT MAKER

A BIG HIT



FLIPPER THE SEAL

PUFFY THE PIG

"BIG TOP" DISPLAY CARD

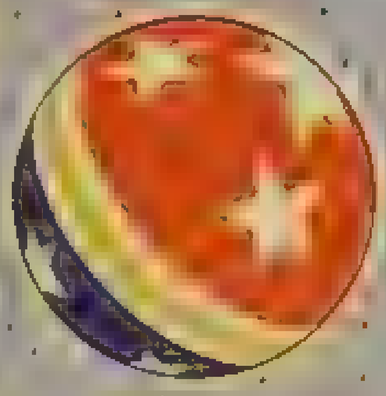
"CLOWN" DISPLAY CARD

MAJOR MOUSE

GAS INFLATED BALLS

SPARKLING DESIGNS

PICTURESQUE



STAR

ALPHABET

PARASTRIPE

FULL COLOR DECAL

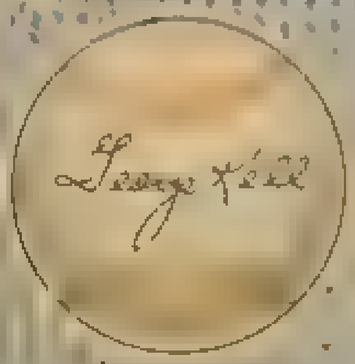
TOMMY TOSS MOUSE

VOLUME SELLERS

WINDOW BOX

SPONGE BALLS

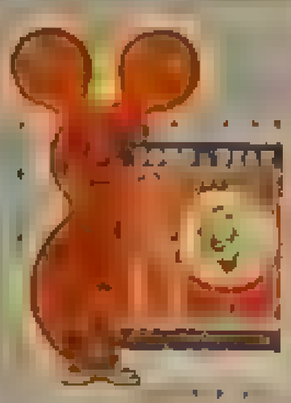
CELLO WRAPPED



GEORGE KELL

JOE DiMAGGIO

MICKEY MANTLE



BOBO THE BEAR

MORE BARR CREATIONS ON NEXT PAGE

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE:
ROOM 509
200 FIFTH AVE. BLDG

Barr "CHAMPS"...NEW for '53

NEW

BALLOON COUNTER DISPLAY

NEW

PET TOY DISPLAY

NEW

METAL BALL RACK

NEW

SPONGE BALL DISPLAY

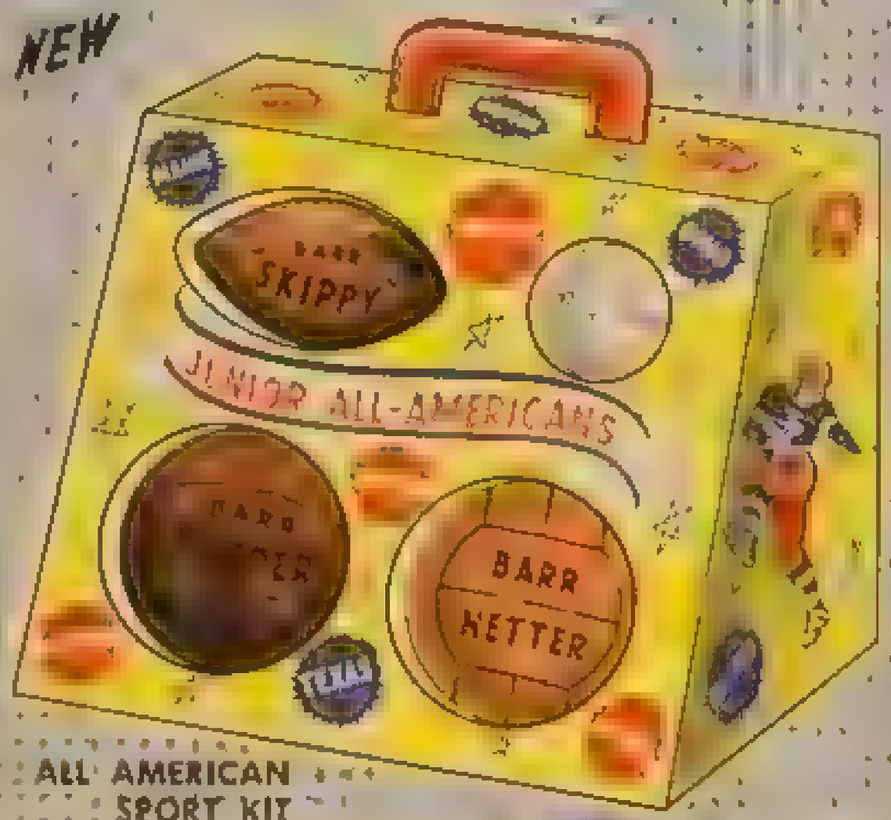
NEW

WINDOW BOX DISPLAY

NEW

JUNIOR SPORT KIT

NEW



ALL AMERICAN SPORT KIT

SEE OUR COMPLETE LINE OF CREATIONS AT THE TOY FAIR

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE
ROOM 509
200 FIFTH AVE BLDG

Mr. Buyer

says, "Here's good clean lines at a good price that affords us a good mark-up!"

12" 14" 16" 20"

LOWEST PRICED TRAINER BIKES

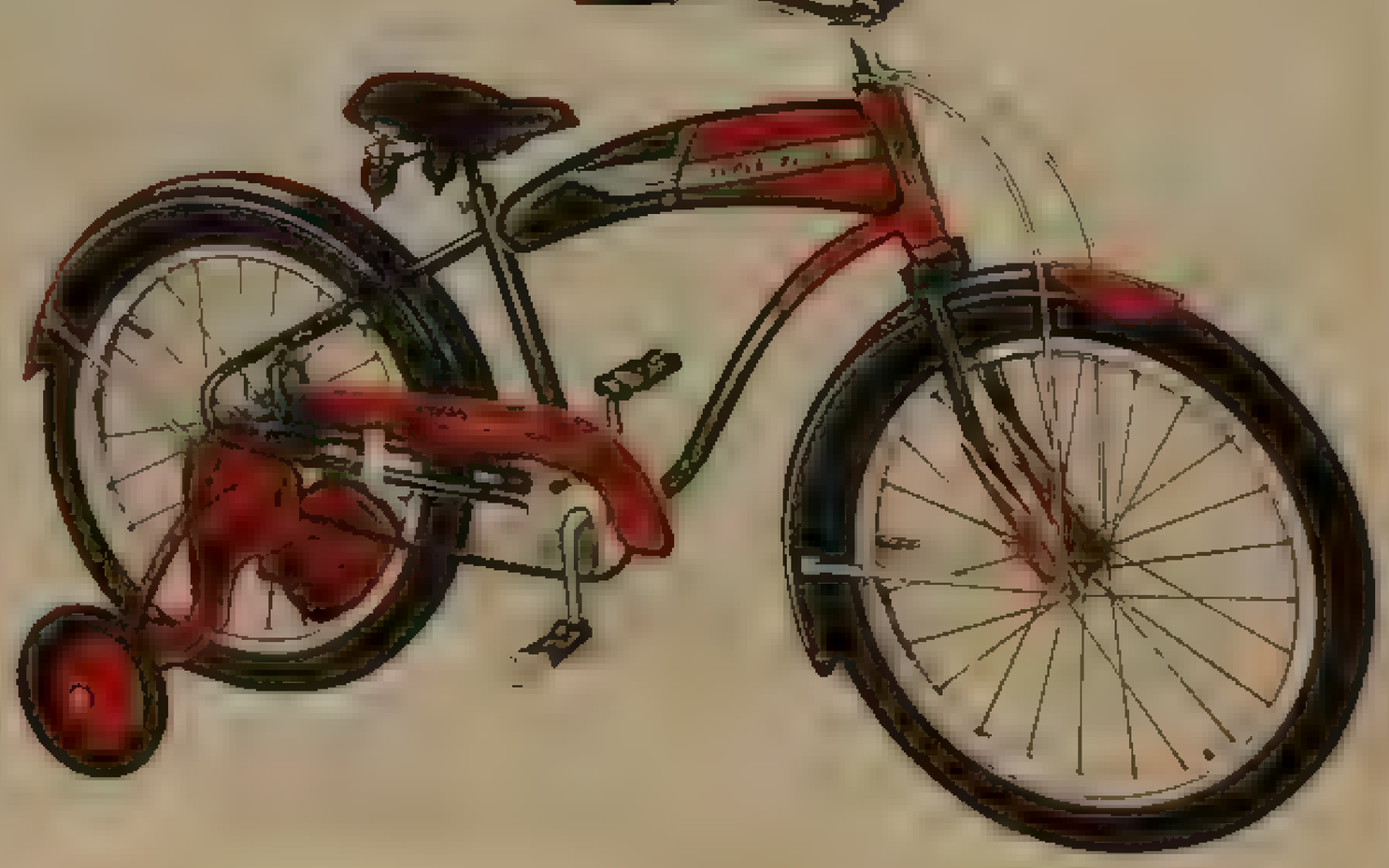
featuring

- All with Ball-Bearing tangent spoked wheels.
- All with custom stabilizers at record-breaking COMPETITIVE PRICES!

In CHICAGO
SEE
W & A. Krenzien
209 S. State Street

•

In LOS ANGELES
SEE
Jack Pearlstein
1206 S. Maple Ave.

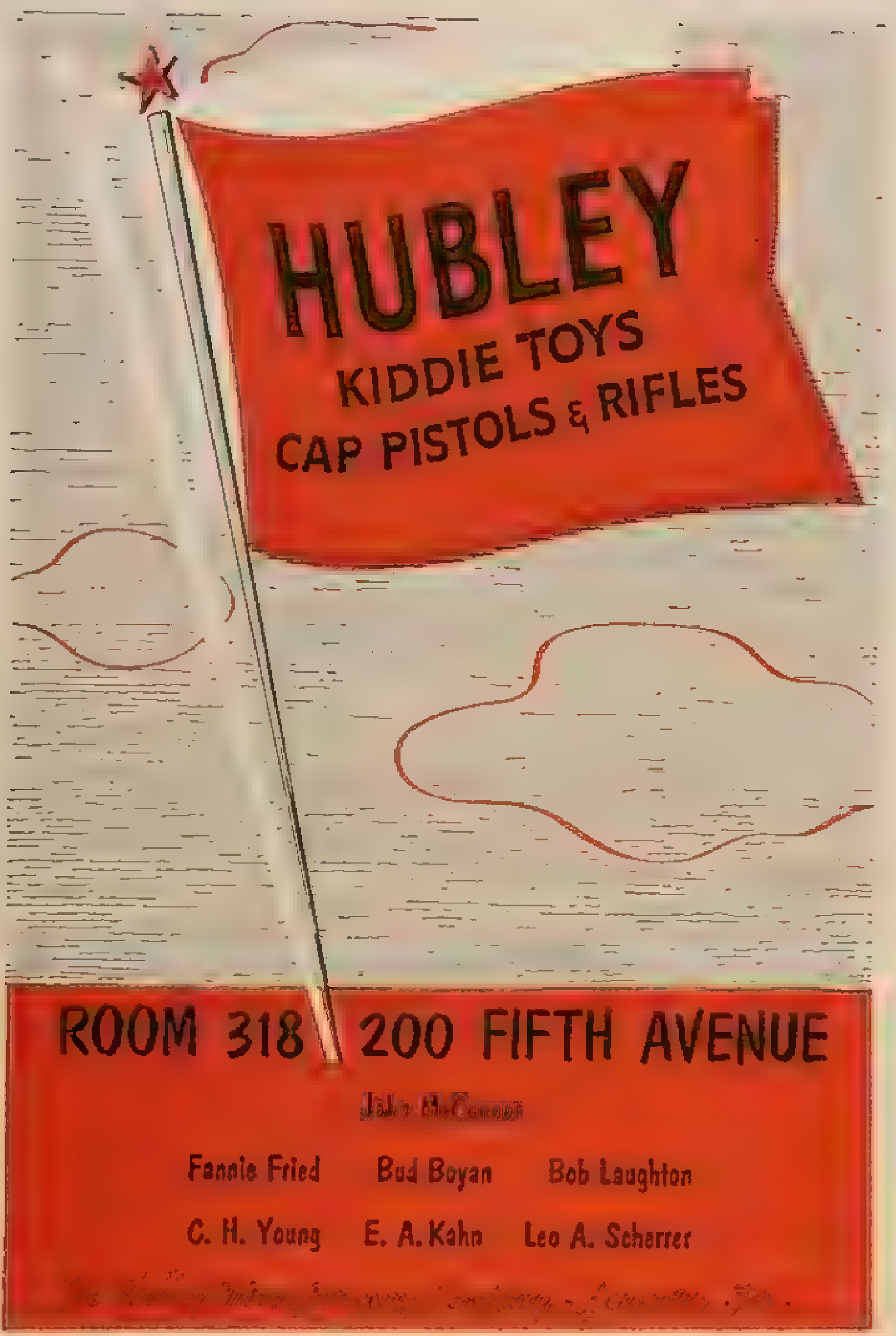


Jane and Bobby User

shout "They're lots o' fun and easy Riding!"

SEE 'EM ALL AT OUR SHOWROOM

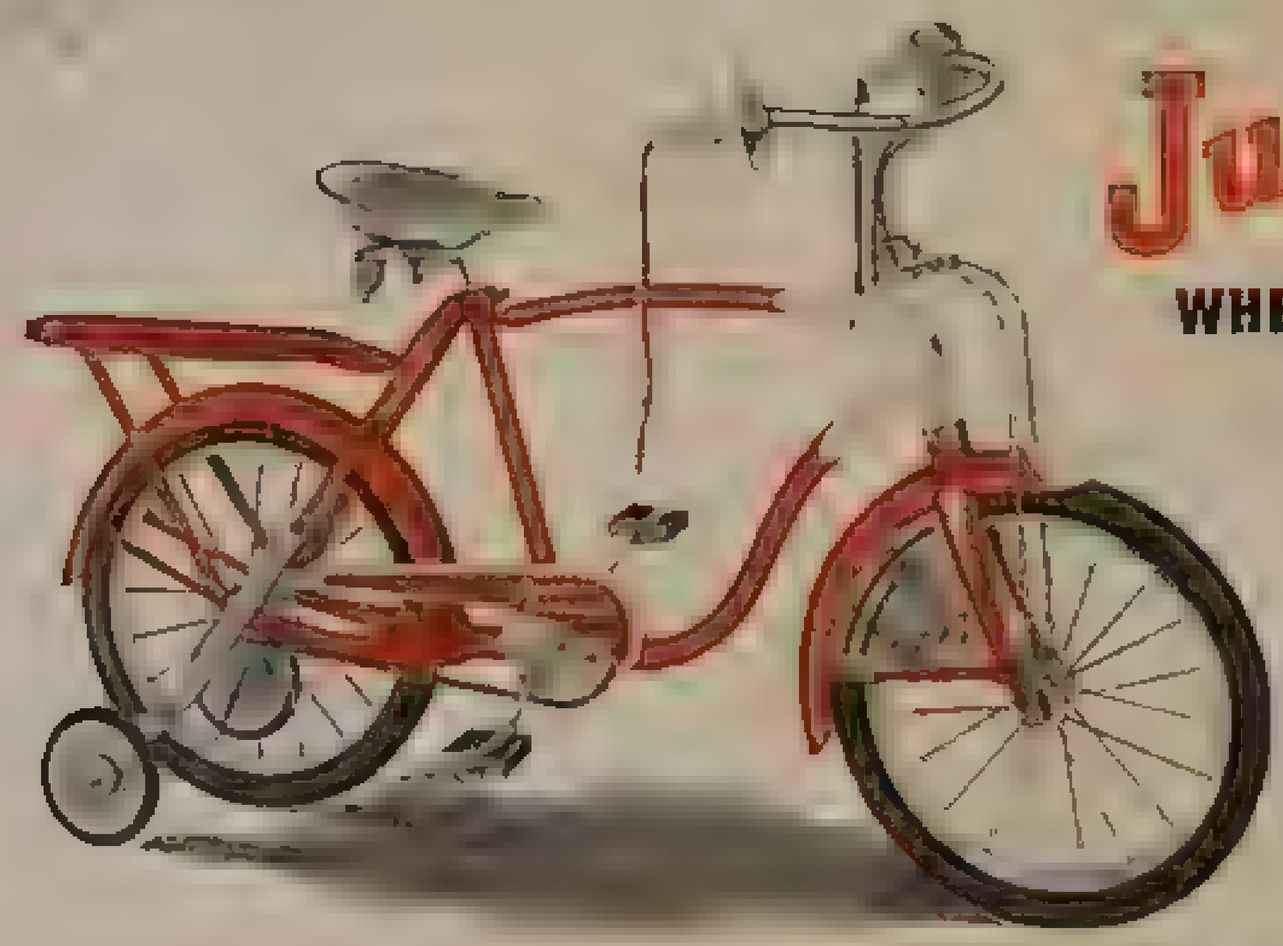
for BICYCLES it's **Stelber** CYCLE CORP.
200 FIFTH AVENUE NEW YORK 10, N. Y.

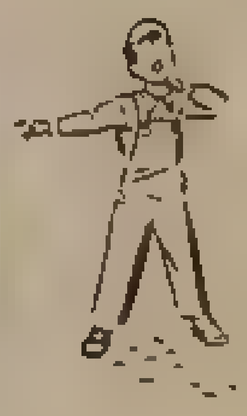

HUBLEY
KIDDIE TOYS
CAP PISTOLS & RIFLES
ROOM 318 200 FIFTH AVENUE
John McCann
Fannie Fried
Bud Boyan
Bob Laughton
C. H. Young
E. A. Kahn
Leo A. Scherrer

2 GREAT NEW ADDITIONS TO THE

Junior

WHEEL GOODS LINE





COMMENDED PARENTS MAGAZINE

the 816 JUNIOR ROADMASTER SIDEWALK BIKE

Featuring: removable top cross bar, convertible for both boy or girl . . . luggage carrier . . . knuckle guards . . . streamer grips . . . truss rods . . . fender shield . . . moulded rubber saddle with scuff rail . . . Chrysler airite bearings . . . adjustable, removable outrigger unit . . . big 1¾" semi-pneumatic puncture proof tires. Designed and priced to sell. Write for full details.

as premiered at the toy fair

the 890 SERIES DELUXE TUBULAR VELOCIPEDE

Knuckle guards and streamer grips . . . Chrome plated truss rods and fender shield . . . Moulded rubber saddle with coil springs and scuff rail . . . 1¾" semi-pneumatic puncture proof tires . . . 12, 16, and 20-inch front wheel sizes . . . Six other popular models.

The full line is illustrated and described in this new fo der. Write Dept. TM for your free copy and complete facts

JUNIOR TOY CORPORATION

213 Marble Street • Hammond, Indiana

SUBSIDIARY OF AMERICAN MACHINE & FOUNDRY CO., NEW YORK

1953 FAVORITE SELECTIONS

B LINE TOYS

ENGINEERED

Play-Value TOYS

No. 249 B-LINE RACER
8" x 3¼" x 3"

No. 119 HOT ROD
5" x 2⅛" x 2¾"

No. 125 FIRE TRUCK
6" x 2⅛" x 2¾"

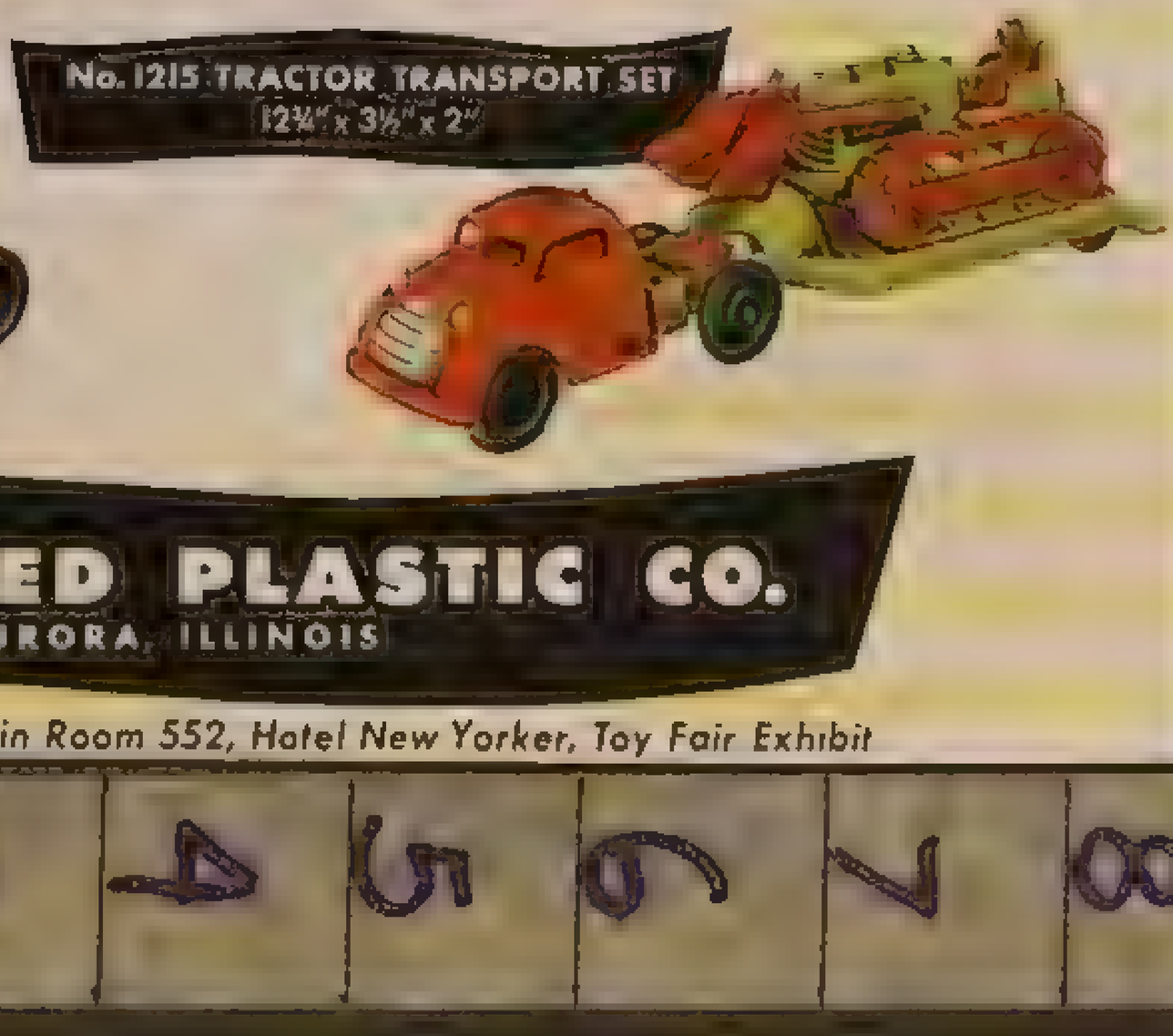
Processed Plastic Company builds toys that kids like and parents can afford to buy They are carefully chosen to meet the general demand and are engineered for biggest play value Each one is authentically styled and sturdily built. This line is just right for those who want to handle a selection of fine toys that are in demand the year around

OTHERS IN THE LINE:

- No. 50 Kiddie Freezer
- No. 100 Plastic Dump Truck
- No 129 Special Service Dump Truck
- No 150 Load Lift Tractor
- No. 200 Dual-Wheeled Automatic Dump Truck
- No. 210 Truck Clam Shovel
- No. 300 Plastic and Metal Tow Truck
- No. 401 Armored Car

No. 250 LOAD LIFT DUMP TRUCK
13" x 4" x 4⅛"

No. 220 TELEPHONE LINE TRUCK
(2¾" x 2⅝" x 3½")



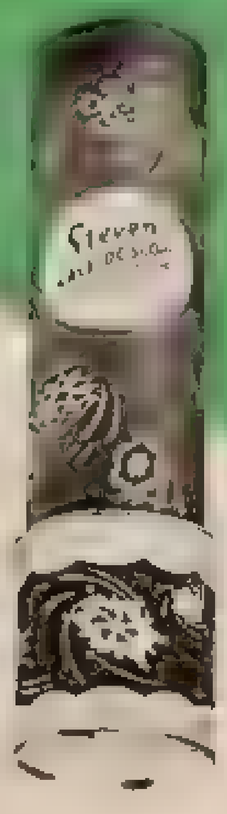
No. 1215 TRACTOR TRANSPORT SET
12¾" x 3½" x 2"

PROCESSED PLASTIC CO.
AURORA, ILLINOIS

See the complete line displayed in Room 552, Hotel New Yorker, Toy Fair Exhibit

Six Steven year 'round Sellers

No. 25
KALEIDOSCOPE



No. 50
KALEIDOSCOPE

No. 59
PIXIE BUILD A TOY

No. 56
PIXIE BUILD A TOY

Every month this year, as in every month of every year . . . everywhere throughout the country . . . wherever toys are sold . . . Steven's 6 attractively priced, attractively packaged toys *SELL FAST*.

No. 36
PIXIE PIC-UP STIXS

No. 59
PIXIE BUILD A TOY

STEVEN MANUFACTURING COMPANY

5170 EASTON AVENUE • ST. LOUIS 13, MO.

Representatives

BERNARD FUNK • Room 322, 200 Fifth Ave., NEW YORK

LEE SHERMAN • 122 E. 7th St., LOS ANGELES, CALIF.

MAX FROLIC • 19 Melinda, TORONTO, ONTARIO

Not Black Magic
BUT NEW
Blue Bird
TOY BALLOON PACKAGES!
"The famous" Blue Bird Balloon Package Family is proud to present these newly designed toys.
This outstanding line of proven sales builders is the "magic way" to guarantee greater sales volume and more dollar profits.
Blue Bird balloons come in all sizes, shapes and colors. They are of the highest quality, attractively priced and made of pure natural latex.
Send for full particulars, prices and samples.
29W CIRCUS BOX
6113 ROCKET BALLOONS
345 WHISTLING BALLOONS
4778 BATON BALLOON PACKAGE
49NK NURSERY BALLOONS
525 PIG BALLOONS
SEE OPPOSITE SIDE FOR OTHER PRODUCTS
West Coast Address 1805 W. 8th St. Los Angeles, Calif.
NATIONAL LATEX PRODUCTS CO.
ASHLAND, OHIO

ANOTHER First!

New

Rainbow

NATIONAL LATEX PRODUCTS CO.

ASHLAND, OHIO

BMC TOYS

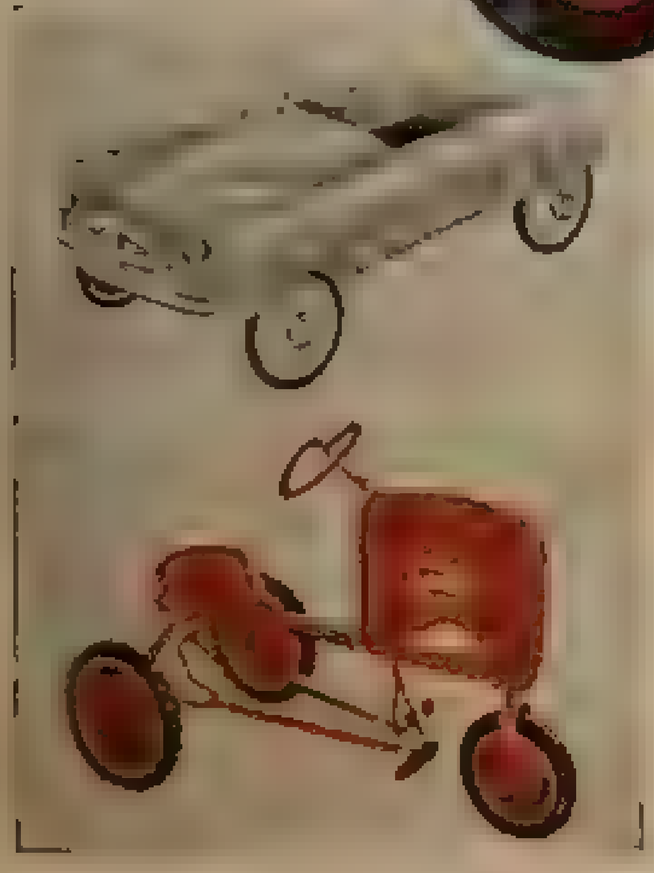
CAN TAKE THE ROUGHEST PUNISHMENT

(EVEN FROM CHILDREN!)

FREE!

NEW BMC Deluxe Tractor with KNEE ACTION, chain drive, and semi-pneumatic tires. It's rocket styled to sell on sight!

BMC Blue Streak Pedal Drive with ball bearings in pull straps. Wider seat. Priced to move in volume!



BMC Junior Tractor Standard with adjustable seat, heavy gauge steel construction and easy steering. Engineered for years of play!

BMC Announces the World's Most Complete New Line of Juvenile Wheel Goods

plus the sensational new sales making exclusive

KNEE ACTION

plus new traffic making prices

NEW BMC Featherweight Bike with trainer wheels, seat adjustable to 4 positions. And exclusive BMC KNEE ACTION! 14" or 16" semi-pneumatic tires!

BMC Jet Flash with Lycoming seat, safe rolled edges and puncture proof tires. Safety all steel construction that drives! Made to stay proud!

BMC Mustang with heavy duty tires exclusive BMC KNEE ACTION, chain drive, new car finish. A truly exceptional value!

Heavy gauge 1-piece steel body, extra wide duo seat, chain drive. Chrome detail. A streamlined beauty!

PLAYROOM PALS

For year-around profits, push Doughboy's

PROMOTION-WISE is the word for these famous inflat-bles. They're backed by the hardest-hitting advertising and publicity programs in the business. BOBO the Clown stars in multi-color ads in LIFE, SATURDAY EVENING POST, and PARENTS. These ads appearing in November and December will pre-sell many millions of Christmas shoppers

Only Doughboy makes inflatable toys of FORTI-PLYED Vinylite featuring the exclusive, patented Stronger Seam your assurance of customer satisfaction. Doughboy leads the inflatable field in product, promotion and profit. It pays to follow the leader!

DOUGHBOY INDUSTRIES, INC., NEW RICHMOND, WISCONSIN

DOUGHBOY SALES REPRESENTATIVES:

New York, N. Y. — Doughboy Industries, Inc., 1 E. Broadway
Atlanta, Ga. — Ward Toy Mart, Inc., 99 Tenth St. N.W.
Chicago, Ill. — Ward Products, 1442 Merchandise Mart
Denver, Colo. — Mountain States Sales Co., 425 Exchange Bldg.
Dallas, Texas — B. G. Dupree, 2554 Overton Rd.
Minneapolis, Minn. — L. L. Tasker Merchandise Bldg.
Seattle, Wash. — Ward Frances Co., Terminal Sales Bldg.
Los Angeles, Calif. — Ward Frances Co., 1533 Wilshire Blvd.

Visit Our TOY FAIR Exhibit, Rooms 729 and 738, Parlor C, New Yorker Hotel

Doughboy

NEW! 12ft. FAMILY POOL by DOUGHBOY

At last a BIG plastic pool that sets up in minutes to any size you want. Can be used as a temporary or permanent pool. No digging! No installation costs!

... 12 ft. diameter ... 24 in depth, 1600 gal. capacity ... Instructions for permanent installation included with each pool.

... PLASTIC REINFORCED ... Rot-proof, ... Special valves permit complete emptying of pool water.

Individually packed ... **No. 491 ... $100**

Doughboy

DOUGHBOY INDUSTRIES INC.
New Braunfels, Texas

Buddy L

INDOOR-OUTDOOR

Aluminized

CHAIRS

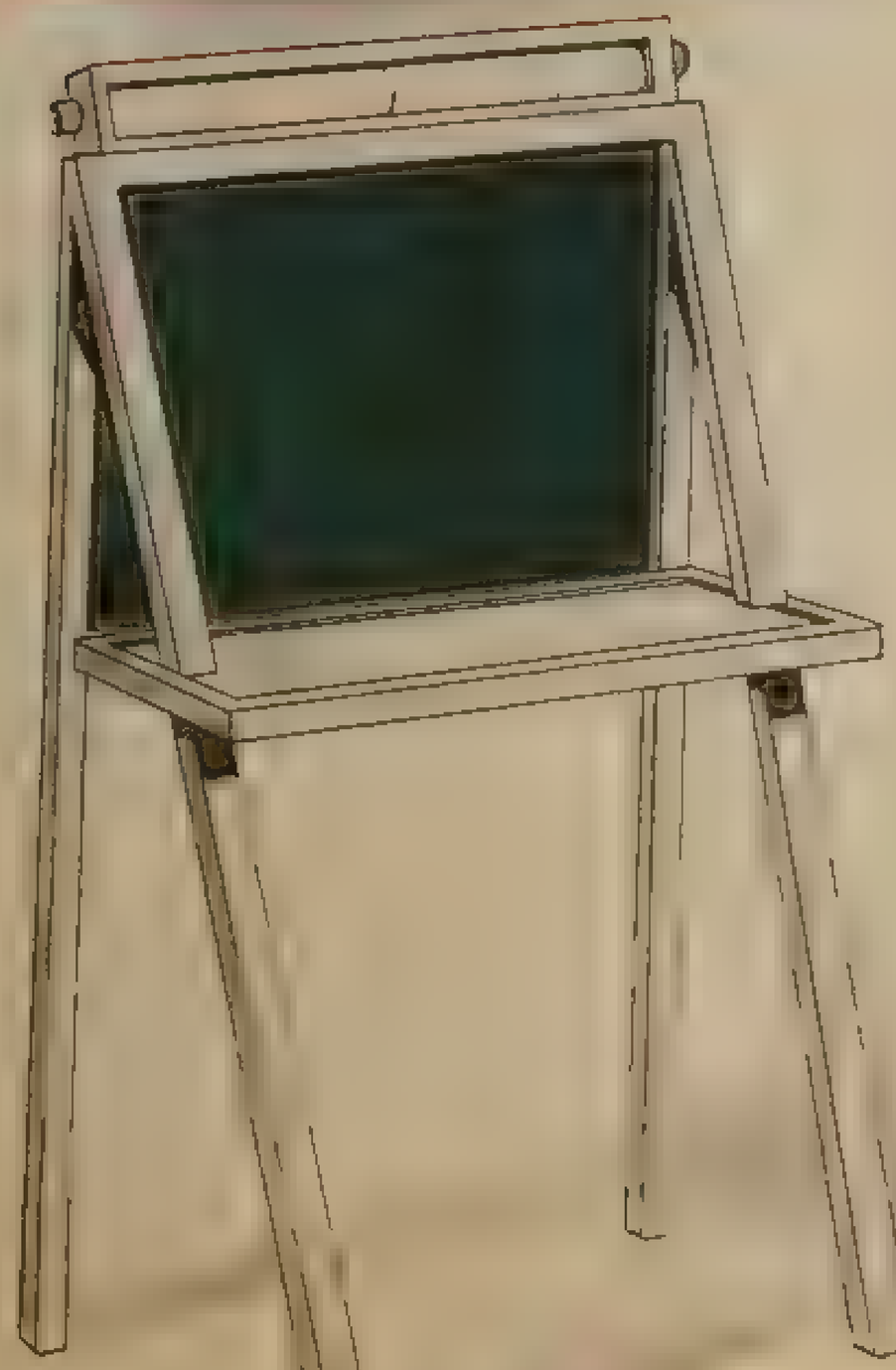
and PAPER CRACKER RIFLES

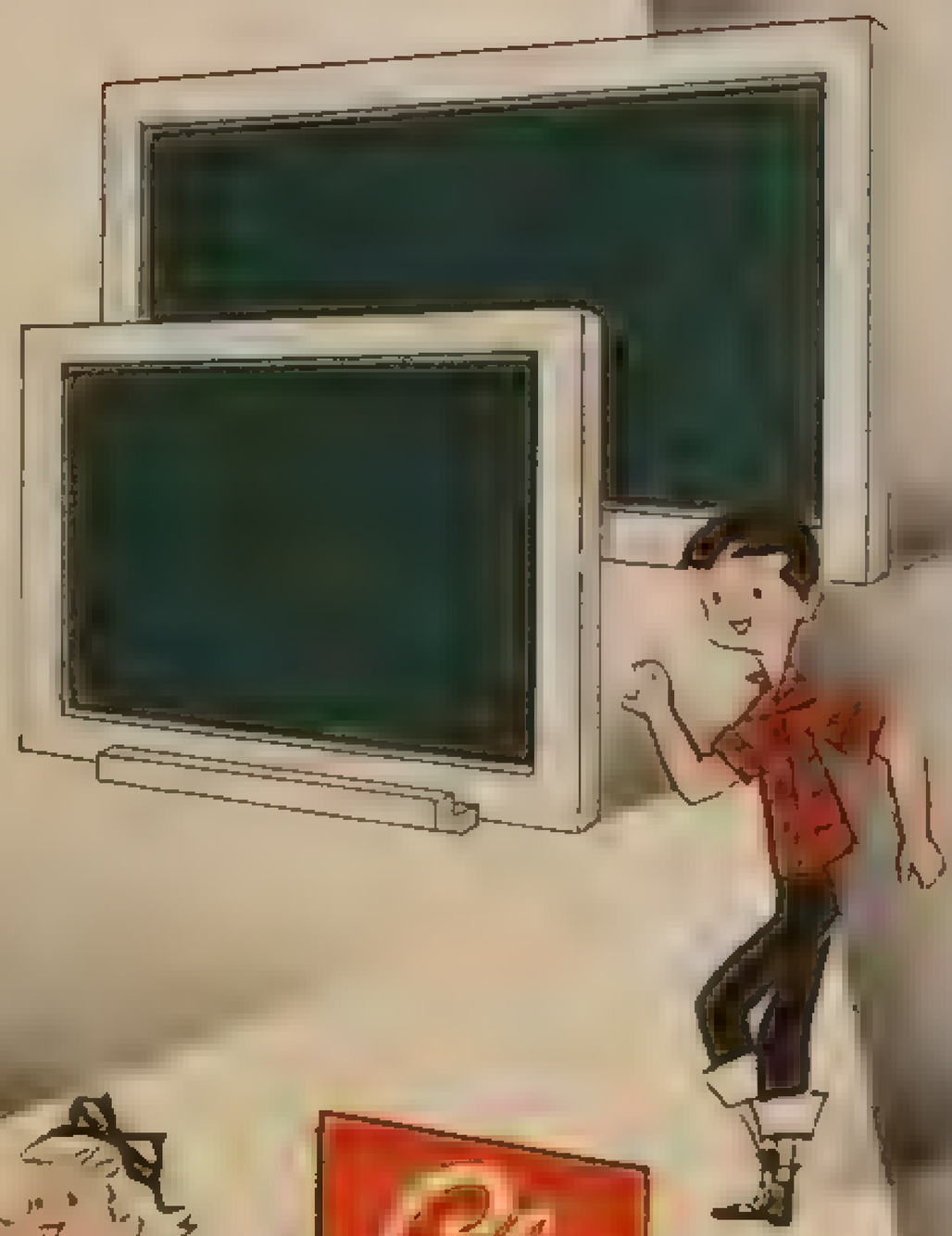
Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

BUDDY "L" TOYS
EAST MOLINE, ILLINOIS

MOLINE PRESSED STEEL CORP.
F. O. B. FACTORY—STAMFORD, CONN.

Ely again makes History...
....now in BLACKBOARDS





Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

THEO. A. Ely Manufacturing Company

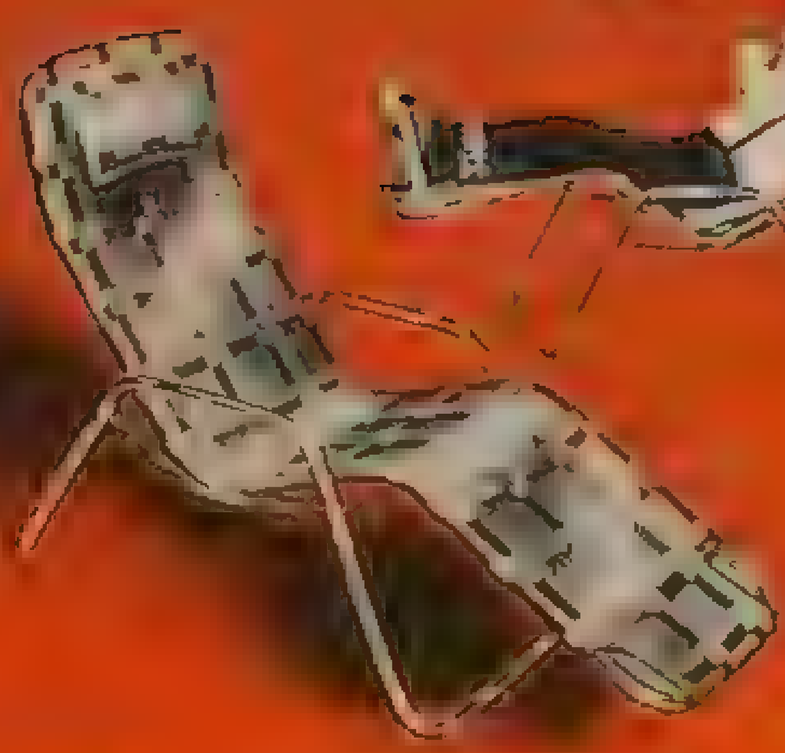
Buddy "L"

INDOOR-OUTDOOR

Aluminum

CHAIRS

and PAPER CRACKER RIFLES



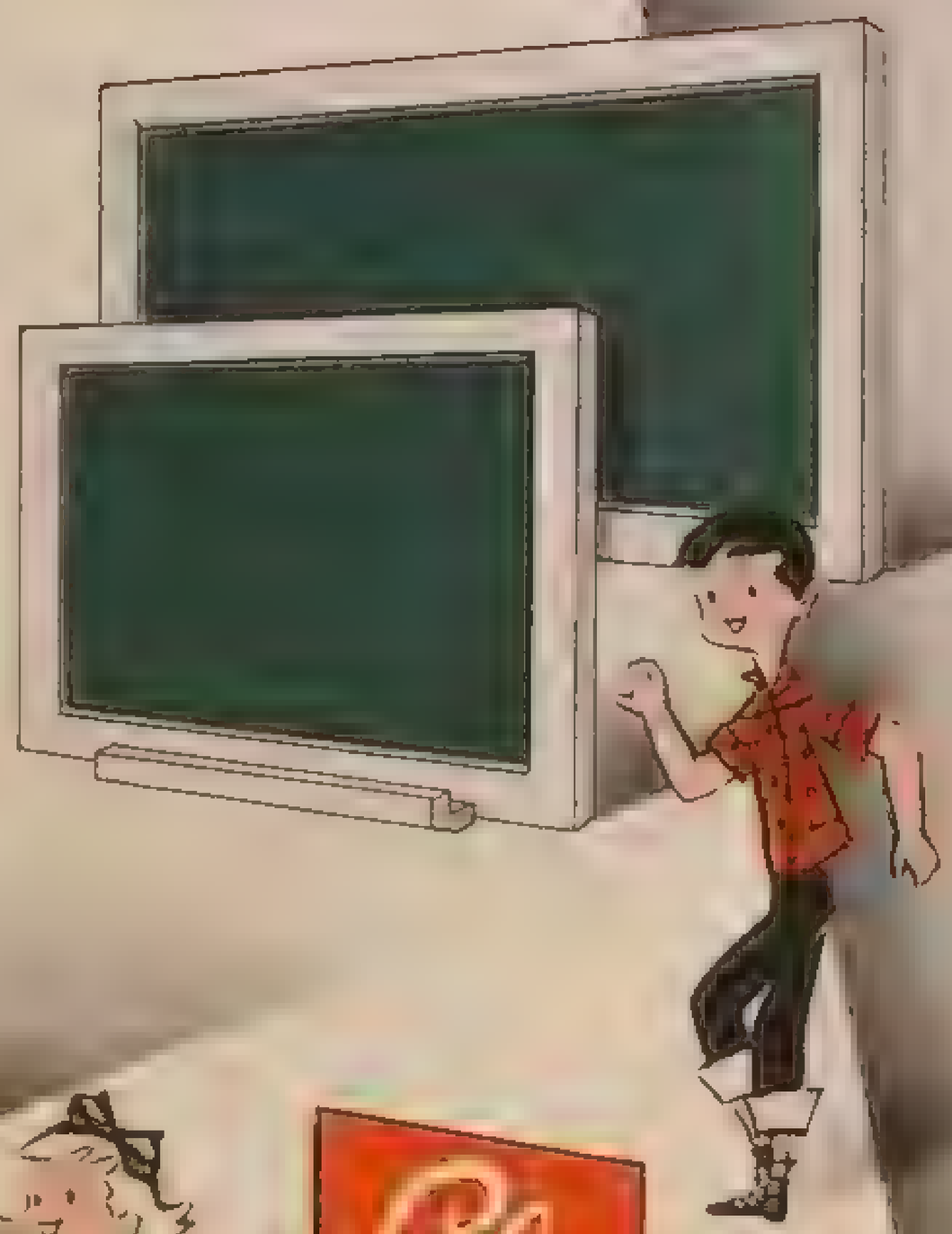
BUDDY "L" TOYS
EAST MOLINE, ILLINOIS

MOLINE PRESSED STEEL CORP.
F. O. B. FACTORY—STAMFORD, CONN.

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

Ely again makes History...

...now in BLACKBOARDS



Sole Sales Representatives

HENRY KATZ

ROOM 540

200 FIFTH AVENUE

NEW YORK 10, N.Y.

THEO. Ely Manufacturing Company

CUBA [illegible] PENNA.

BUDDY 'L'

America's Finest Playthings

Many
Brand New

STEEL
TOYS

Room 540

Fifth Avenue Bldg.

BUDDY "L" TOYS

200 FIFTH AVENUE • NEW YORK 10, N. Y.

The most beautiful in the field!

PLASTICS by WORCESTER

PARS & SHOVELS

MOLD SETS

PICNIC SETS

TWIN STREAM SPRINKLING CANS

Coming NEW ITEMS

CAMEO WARE

WORCESTER WARE

PLASTIC PLAYTIME SETS

LIFESIZE

FOR PRACTICAL USE.

Practical pieces bring WORCESTER letters like:

"the nicest, most useful set I've ever seen"

Torrance, Cal.

"the only set I have seen with such nice proportions"

Chicago, Ill.

"... it's beautiful and quite an incentive for eating foods, as the pieces are so large."

New York, N. Y.

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y

WORCESTER TOY COMPANY
WORCESTER, MASS.

BUDDY 'L'

America's Finest Playthings

Many Brand New

STEEL TOYS

Pictures Soon

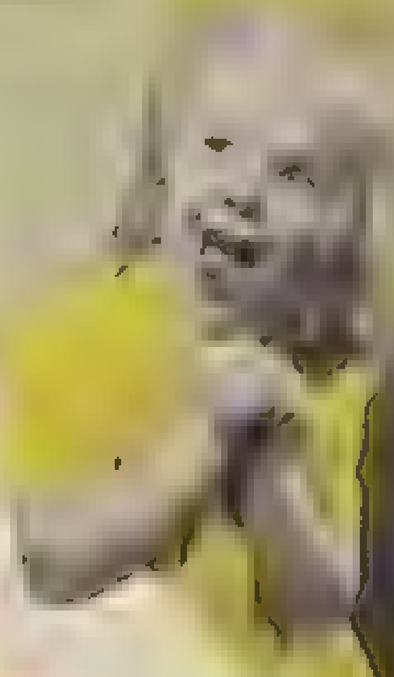
You Desire Will

BUDDY "L" TOYS

200 FIFTH AVENUE • NEW YORK 10, N. Y.

The most beautiful in the field!

PLASTICS by WORCESTER



WORCESTER WARE

CAMEO WARE

Practical pieces bring WORCESTER letters like:

"the nicest, most useful set I've ever seen"

Torrance, Cal.

"the only set I have seen with such nice proportions"

Chicago, Ill.

". . . it's beautiful and quite an incentive for eating foods, so the pieces are so large."

New York, N. Y.

PLASTIC PLAYTIME SETS

LIFESIZE

FOR PRACTICAL USE.

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N Y

WORCESTER TOY COMPANY
WORCESTER, MASS.

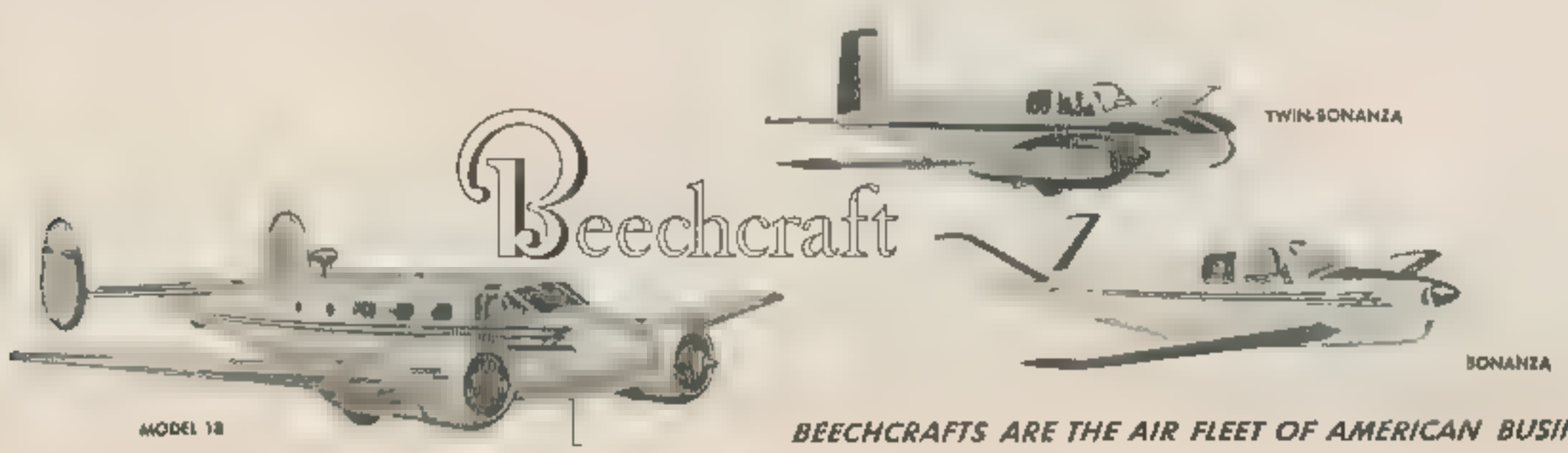
Need a "double"?

In so many organizations the top men, the key men, need "doubles" — that's one of the big reasons for so many company-owned Beechcrafts. These swift carriers whisk needed men to *u here* they're needed in hour-saving, day-saving time. The faraway problem is reached and solved, and you're back before you're missed.

Travel-time is cut as much as 75 per cent with Beechcrafts. You go when you need to; you're on the job; you "get the true picture" firsthand – quickly and economically. In fact, typical costs and operating data may change your whole conception of the cost of Beechcraft travel.

☆ ☆ ☆

Call your Beechcraft distributor or write Beech Aircraft Corporation, Wichita, Kansas, U.S.A.



BEECHCRAFTS ARE THE AIR FLEET OF AMERICAN BUSINESS

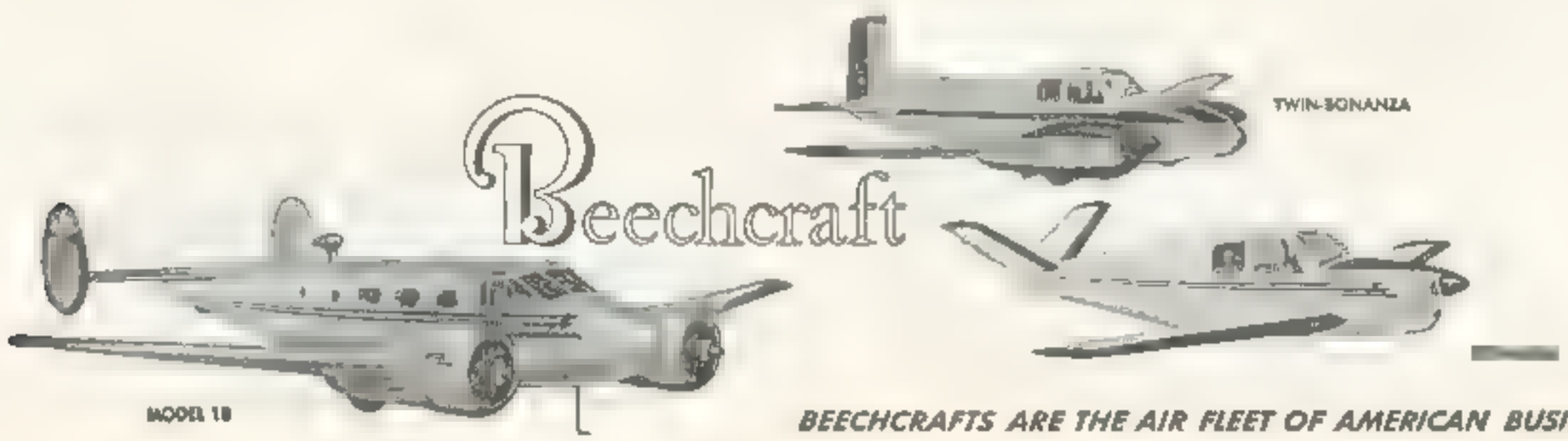
The thousand-mile handshake

When a company-owned Beechcraft Executive Transport is available for instant action, you and your key men find time to shake hands with field men, customers, new business prospects *regularly*. For example, you can leave at *your* convenience, cruise in relaxing comfort one thousand miles in less than five hours, tend to business, return that day. Home office work *can't* pile up.

Thousands of executives use this soundproofed Beech "Twin" in just such fashion daily. In *your* business, you could use more *time*. Investigate! Typical costs and operating data on request.

☆ ☆ ☆

Call your Beechcraft distributor or write Beech Aircraft Corporation, Wichita, Kansas, U.S.A.



Beechcraft

BEECHCRAFTS ARE THE AIR FLEET OF AMERICAN BUSINESS

Our Tulip Coat Exclusive $185

Pretty new viewpoint, our coat of heavenly soft fleece with the slim, close-fitting back flowering into fullness below. In golden tulip yellow, or in pink coral, cream, silvery gray or navy. Sizes 8 to 14.

BERGDORF GOODMAN
5th AVE. at 58th ST. • NEW YORK 19
ON THE PLAZA

1953 FAVORITE SELECTIONS

B LINE TOYS

ENGINEERED

Play-Value TOYS

No. 249 B – LINE RACER
8" x 3¾" x 3"

No. 119 HOT ROD
5" x 2⅛" x 2¾"

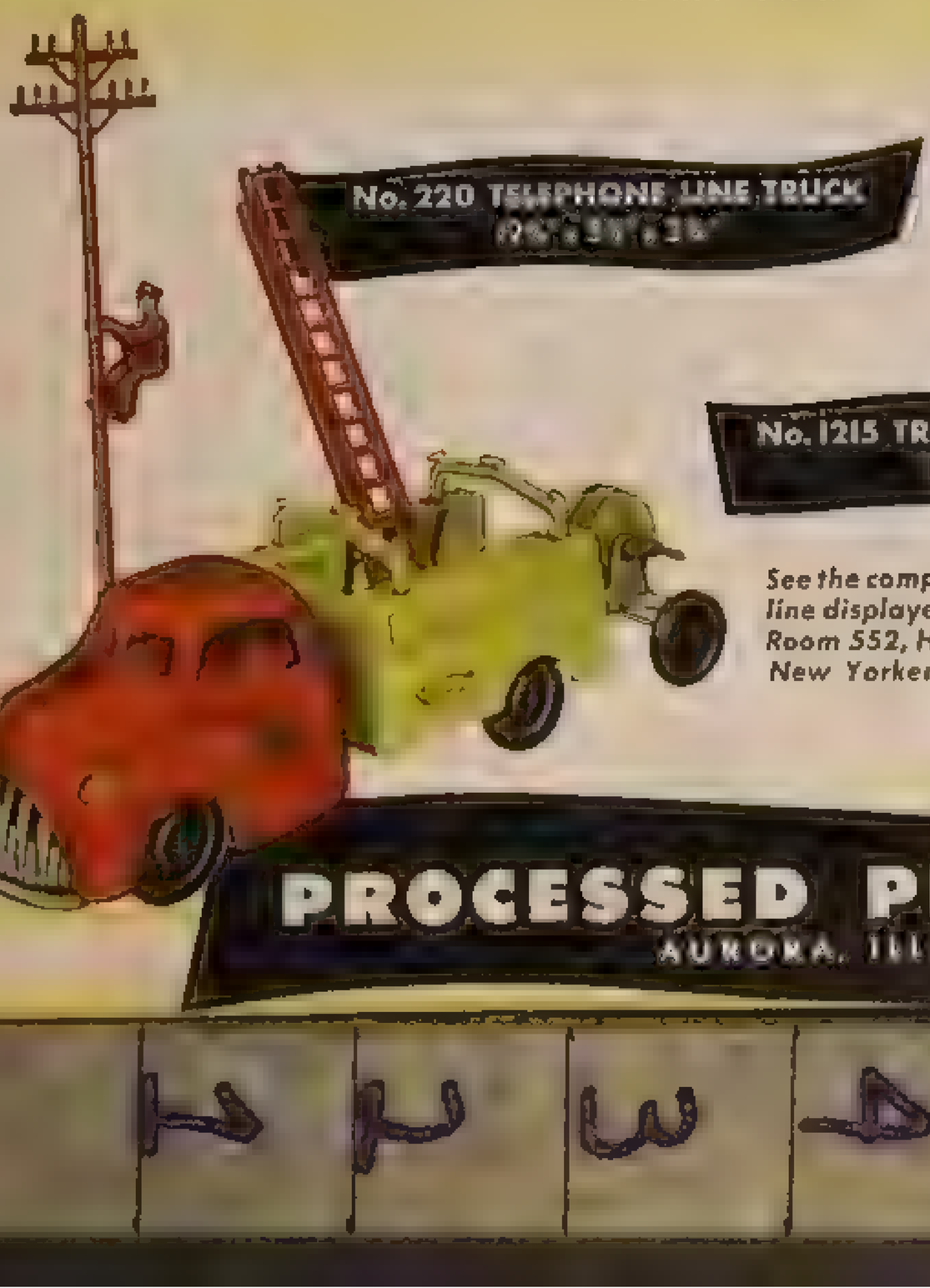
No. 125 FIRE TRUCK
6" x 2⅛" x 2¾"

Processed Plastic Company builds toys that kids like and parents can afford to buy They are carefully chosen to meet the general demand and are engineered for biggest play value Each one is authentically styled and sturdily built. This line is just right for those who want to handle a selection of fine toys that are in demand the year around.

OTHERS IN THE LINE:

- No. 50 Kiddie Freezer
- No. 100 Plastic Dump Truck
- No. 129 Special Service Dump Truck
- No. 150 Load Lift Tractor
- No. 200 Dual-Wheeled Automatic Dump Truck
- No. 210 Truck Clam Shovel
- No. 300 Plastic and Metal Tow Truck
- No. 401 Armored Car

No. 250 LOAD LIFT DUMP TRUCK
13" x 4" x 4⅛"



No. 220 TELEPHONE LINE TRUCK
9⅝" x 3" x 3⅛"

No. 1215 TRACTOR TRANSPORT SET
12¾" x 3½" x 2"

See the complete line displayed in Room 552, Hotel New Yorker.

PROCESSED PLASTIC CO.
AURORA, ILLINOIS

AIR CHAMP

RADIO KITS FOR THIS... ELECTRONIC DAY & AGE!

CRYSTAL RADIO KIT

Entire kit assembled with only 6 screws. No batteries or electric plug-in, no soldering, parts firmly anchored. Includes antenna for easy radio wave pick-up plus 2 long-lasting crystals.

$2.49

ONE STAGE

AMPLIFIER KIT

Complete unit necessary for converting Air Champ one tube set into a powerful two tube unit for loudspeaker operation. Can also be easily connected to a record player for excellent music reproduction. A snap to assemble no soldering battery operated. Price includes a beautiful fibreboard carrying case making it easily portable. Comes with assembly diagrams circuit schematics, and instruction booklet.

(without batteries) **$6.95**

One Tube RADIO RECEIVER KIT

Not just a toy but a precision engineered radio incorporating modern circuits and tube. Standard Broadcast Band receives local and distant stations. Easily built, no soldering battery operated portable. Includes assembly and circuit instructions. (without batteries.

$6.95

TWO TUBE

RADIO KIT

Special appeal to the junior radio amateur. Operates on Standard Broadcast Band to receive local and distant signals. This set includes a 4 in. ALNICO PM Speaker and will give performance equal to any standard manufactured radio set. Assembly diagrams, circuit schematics, and instruction booklet included. Complete with attractive fibreboard carrying case making the set portable.

(without batteries) **$11.95**

SHORT WAVE

ADAPTER KIT

Make your one or two tube Air Champ Radio Kit a SHORT WAVE KIT in less than 5 minutes. When converted, will receive foreign and local short wave stations including police, marine and amateur broadcasts. Makes an excellent short wave receiver kit. **$2.00**

Every AIR CHAMP kit can be assembled in a jiffy with just a screw driver. ALL REPLACEMENT PARTS ARE READILY AVAILABLE ON THE OPEN MARKET.

See our exhibit at the TOY FAIR Room 944, Hotel McAlpin

AIR CHAMP Mfg. Co Incorporated

DEPT. TN 178 SUFFOLK STREET NEW YORK 2, N. Y.

RESEARCH KEEPS **B.F.Goodrich** FIRST IN RUBBER

B. F. Goodrich brakes stop fast fighter

REPUBLIC'S RF-84-F Thunderstreak lands on B. F. Goodrich brakes . . . brakes designed to retract into thin, swept wings. And made lighter to help save weight for the supersonic fighter's cameras and guns.

A new kind of brake block developed by B. F. Goodrich engineers almost doubles the kinetic energy of the brake. It's a light magnesium shoe with the lining cemented on. It means that a *smaller* brake can be used, cutting the weight way down. The brake also has a narrow cavity tube that gives more braking pressure with *less* fluid, and of course with more weight saved. And because the expander tube applies pressure directly to the brake blocks, extra parts and linkages are not necessary.

The B. F. Goodrich Expander Tube brake does a better job of braking Elimination of the rivets makes it possible to use more of the brake lining. It permits full, positive braking down almost to the metal backing. The braking action applies equal pressure over the full circle of the drum, giving better power, better load distribution.

Landings are safer and smoother with BFG brakes. They respond smoothly and quickly to minimum pressure, take emergency overloads better, cannot lock or grab. Ventilated shoe dissipates heat more rapidly. Retractor spring action eliminates wear due to drag. Relining can be handled with a screwdriver and wrench.

Aviation products to come from BFG's research and engineering include: tires, wheels and brakes; heated rubber, pneumatic and electric De-Icers, inflatable seals, Avtrim, Pressure Sealing Zippers, Plastilock adhesives, fuel cells, Rivnuts, accessories. *The B. F. Goodrich Co., Aeronautical Division, Akron, Ohio.*

B.F.Goodrich
FIRST IN RUBBER

CADACO·ELLIS
ORIGINATORS of *Games*

TOY FAIR LINE-UP

- **HIGGLY-PIGGLY**—The Plastic Farm Game. Spectacular Fun for Ages 5 to 10. **$2.50**
- **SKIP-A-CROSS**—The Word Tally Game. Exclusively Licensed by the Makers of SCRABBLE. **$2.00**
- **PONGO**—New Quality Action Game. **$2.50**

ROOM 407—FIFTH AVENUE BUILDING

CADACO·ELLIS
Merchandise Mart CHICAGO — *Originators of Games* — 200 Fifth Avenue NEW YORK

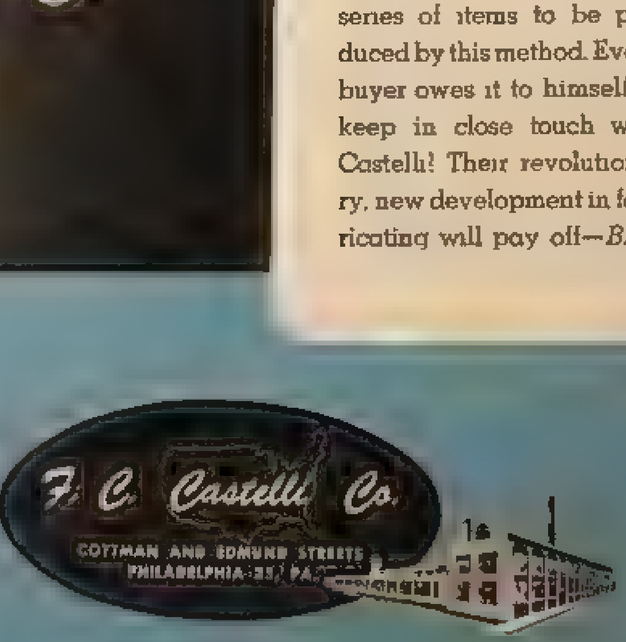
NEW

VESPA

650

In their efforts to bring new ideas to the Field, Castelli hit upon an entirely new and revolutionary method of fabricating Wheel Goods The strikingly new *VESPA*, shown here, is the first of a series of items to be produced by this method. Every buyer owes it to himself to keep in close touch with Castelli! Their revolutionary, new development in fabricating will pay off—*BIG!*

F. C. Castelli Co.
COTTMAN AND EDMUND STREETS
PHILADELPHIA-35, PA.



Castelli

METAL TOYS

Wheel Goods
Juvenile Furniture

National Sales Representative
LEVY E. EATER
200 Fifth Ave.
New York 10
Room 1453

F. C. CASTELLI CO. • Cottman and Edmund Streets • Philadelphia 35, Pa.

11 10 9 8 7 6 5 4 3 2 1 0
18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

Castelli...

BEST... LOWEST-PRICED

WHEEL GOODS IN AMERICA!

600

601

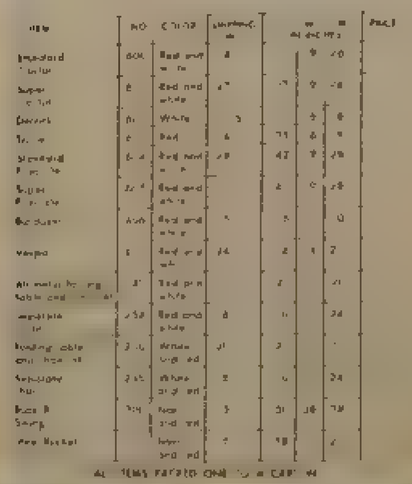
605

603

602

606

New low prices put Castelli Wheel Goods way out front competitively—with a big selling advantage over anything else in the field! And the Castelli line is backed by years of experience—*still* the best value *Still* the leader for style appeal and durability! For complete market coverage, it's a must for buyers. *Order* Castelli and your *sales* will tell you why!



It's America's first all metal, folding table and chair set by America's foremost manufacturer of juvenile furniture

Sparkling and new in styling

exceptionally well constructed

priced lower than any other folding set—

it's designed from the ground up to attract sales!

For a sure source of profitable business, order now

250

249

300

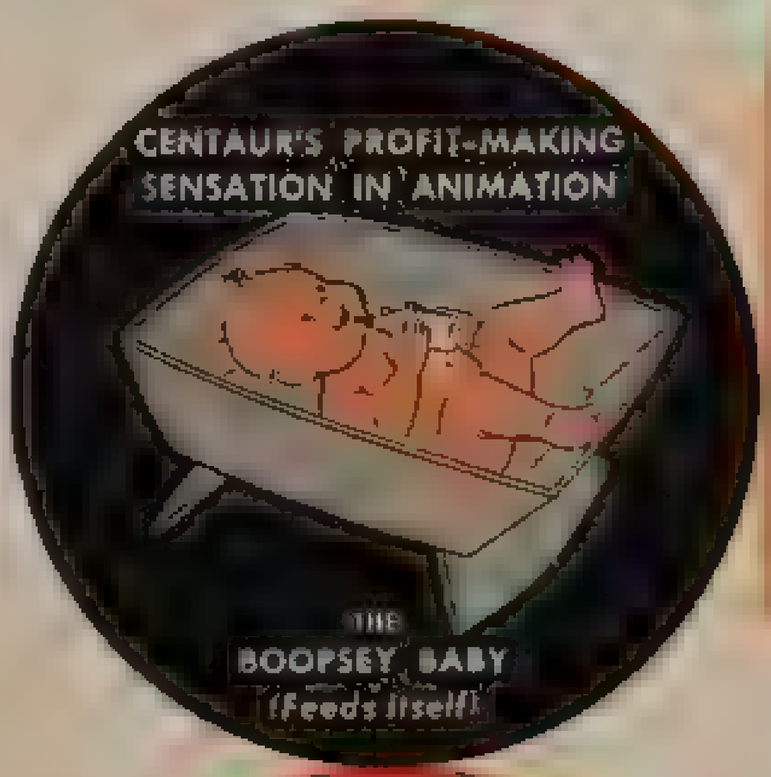
F. C. Castelli Co.

COTTMAN AND TORRESDALE STREETS

PHILADELPHIA 35, PA.

THE BIG 3 IN '53 ARE CENTAUR'S

Playable, Pliable Plastics



Boopsey will boom the playable, pliable plastic market Boopsey — lovable, adorable, warms the heart of any youngster

Boopsey performs a cash register tune every retailer loves to hear

You will be amazed and amused when Boopsey starts drinking her bottle. Her arm delivers the milk to her hungry mouth Baby is washable, playable, pliable plastic

Last year over 3 million California-designed Centaur Animated Animal personalities were sold

Centaur's animated action toys are proven volume sales repeaters

Centaur is today the nation's greatest builder of "entertainment" in playable, pliable plastics .. the leader in design origination.

Sound and Action Sell These

TURN-A-TOY RECORD SETS

with

Animated Animal Actors

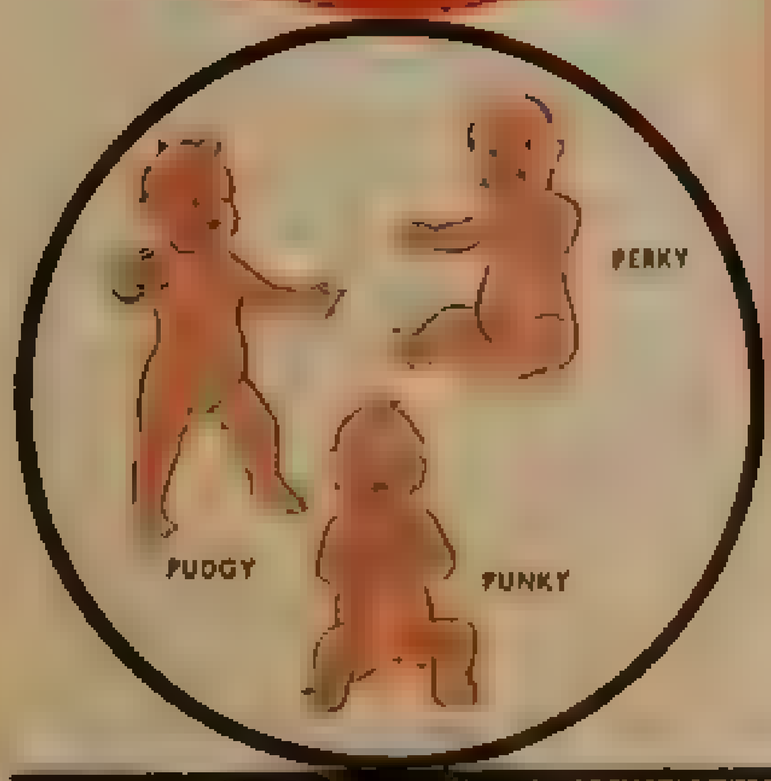
Centaur's new animal personalities — Ducky, Floppy, Pinky and their old friends Tubby, Jocko, Teddy, Peppy, Hippy and Lee — turn actors to accompany fascinating recorded story allies Three animals to a set including a two-side 1 ve-inch non-breakable record with music and sound effects.

Animals 2½" tall in hand painted, playable pliable plastic on hard plastic base.

If it's a Centaur, It's Original

Centaur's Big 3 in '53 *Turn-a-Toy Record Sets, Boopsey Baby and the Playbabies* will skyrocket your volume sales Hand-painted in non-breakable, washable, non-toxic materials

See these new profit-making creations at the Toy Fair On display in Albert C Bissell's Room 617 at the Hotel New Yorker, March 9-18.



SURE VOLUME SALES BOUNCE IN '53

Centaur's New Creation

PLAYBABIES

PUNKY PUDGY and PERKY They pat a cake tuck their thumbs and play peek a boo performing scores of other cute baby antics

Amazingly lifelike to sight and touch kids love to squeeze them dress them pat them pamper them, pose them bathe them these tiny lubricated babies form into a magnificent variety of poses and facial expressions

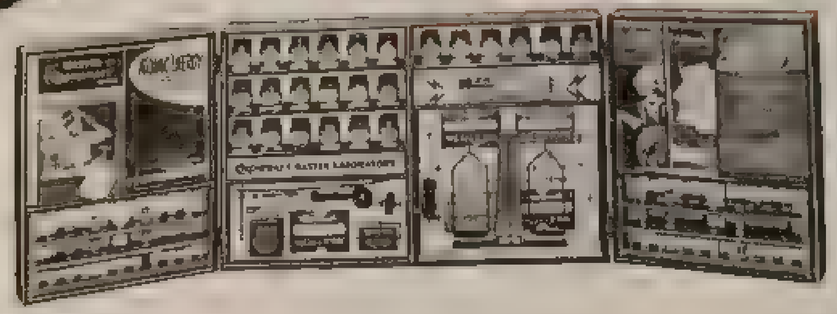
Designed, Manufactured and Copyrighted by Centaur Productions

CENTAUR PRODUCTIONS Burbank, California

Inv

Cash in on the age of Science

CHEMCRAFT
CHEMISTRY OUTFITS



with CHEMCRAFT you offer your customers many SPECIAL FEATURES!

ATOMIC ENERGY [illegible]

ILLUSTRATED CHEMISTRY An [illegible] Chem[illegible] [illegible] Key Chemical Elements. The Story of Fire, Water, [illegible] Chemistry Cards

CHEMCRAFT MANUALS A series of [illegible] interesting and [illegible] hours over water for gas and gel chemistry. Many more experiments.

GLASS BLOWING Shows how to [illegible] and [illegible] chemical apparatus

CHEMCRAFT CHEMICALS More of them each labeled with name and formula of chemical as well as number

CHEMCRAFT CHEMICAL MAGIC Explains how to give a complete Magic Show with many mysterious chemical magic stunts.

CHEMCRAFT LABORATORY CABINETS All-purpose [illegible] with [illegible] shelves and compartments for each chemical and piece of apparatus

REAL LABORATORY APPARATUS Carefully chosen and correctly designed for the amateur [illegible]

IN THIS AGE OF CHEMISTRY, young experimenters deserve only the finest of equipment and materials. Chemcraft is the trademark of America's original and best known chemistry outfits. You're always *SAFE*, and you're *SURE* of happy, satisfied customers when you recommend CHEMCRAFT by name.

P.S. Just completed! **BIG, NEW FACTORY ADDITION TO HELP YOU MEET EVER-GROWING DEMAND FOR CHEMCRAFT AND SCIENCECRAFT**

400

with the PORTER LINE

SCIENCE Craft
MICROSCOPE OUTFITS

don't hesitate to say, "a SCIENCE Craft microscope is the finest." Here's why

ALL SCIENCECRAFT MICROSCOPES are [illegible] stem-built, durable and equipped with [illegible] the best range of magnification for [illegible]

SCIENCECRAFT MICROSCOPES [illegible] or more [illegible] ground [illegible] lenses [illegible] greater magnification without extension of the [illegible]

SCIENCECRAFT MICROSCOPES have large, fully rotating mirrors for best light and good vision . . . adjustable [illegible] for convenient positioning . . . spring stage clips for properly holding slides.

PATENTED VELVET-TOUCH focusing makes Sciencecraft Microscopes easier to use

SCIENCECRAFT MICROSCOPE BARRELS [illegible] wobble while being focused because of the [illegible] exclusive patented base construction

SPECIAL ATTACHMENTS for Sciencecraft Microscopes include Sub-Stage Illuminator [illegible] Micro-Projector, Micro-Illuminator for opaque objects, [illegible] Electric Stage and Battery Holder

THE ONLY REALLY PROFESSIONAL microscope outfits . . . made expressly for use by today's young scientists. Don't take chances with customer good will. When you display this basic scientific instrument . . . feature the finest . . . Sciencecraft.

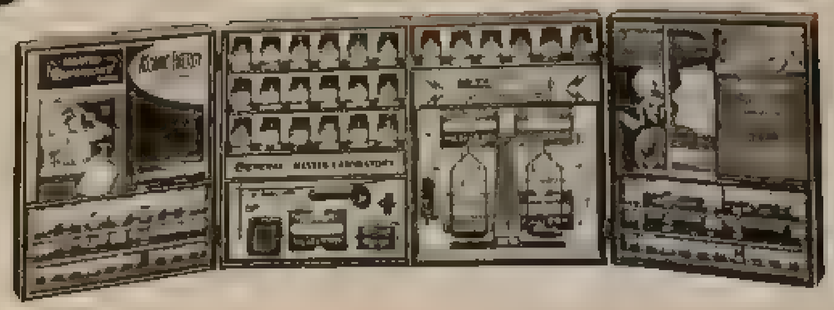
FOR DETAILED INFORMATION on both Chemcraft and Sciencecraft, send today for free catalog to Room 405, Fifth Avenue Building or direct to . . .

THE PORTER CHEMICAL COMPANY • HAGERSTOWN, MARYLAND

40

Cash in on the age of Science

CHEMCRAFT
CHEMISTRY OUTFITS



with CHEMCRAFT you offer your customers many SPECIAL FEATURES!

ATOMIC ENERGY Newest most sensational feature in chemistry outfits today . a Chemcraft first.

ILLUSTRATED CHEMISTRY An exclusive Chemcraft development in three sections: Bryan Chemical Institutes; "The Story of Chemistry"; Chemcraft Chemistry Charts.

CHEMCRAFT MANUALS A series of the most complete, up-to-date and [illegible] books ever written for boys and girls [illegible] Many more experiments.

GLASS BLOWING Shows how to form and blow glass and construct chemical apparatus.

CHEMCRAFT CHEMICALS - More of them each labeled with name and formula of chemical as well as number.

CHEMCRAFT CHEMICAL MAGIC Explains how to give a complete Magic Show with many mysterious chemical magic stunts.

CHEMCRAFT LABORATORY CABINETS A [illegible] room-made with divided shelves and compartments for each chemical and piece of apparatus.

REAL LABORATORY APPARATUS Carefully chosen and correctly designed for the amateur experimenter.

IN THIS AGE OF CHEMISTRY, young experimenters deserve only the finest of equipment and materials. Chemcraft is the trademark of America's original and best known chemistry outfits. You're always SAFE and you're SURE of happy satisfied customers when you recommend CHEMCRAFT by name.

P.S. Just completed! BIG, NEW FACTORY ADDITION TO HELP YOU MEET EVER-GROWING DEMAND FOR CHEMCRAFT AND SCIENCECRAFT

with the PORTER LINE

SCIENCECraft
MICROSCOPE OUTFITS

don't hesitate to say, "a SCIENCECraft microscope is the finest." Here's why

ALL SCIENCECRAFT MICROSCOPES are precision-built, durable and equipped with lenses giving the best range of magnification for amateurs.

SCIENCECRAFT MICROSCOPES contain three or more high quality ground and polished lenses giving clear magnification without eyestrain or distortion.

SCIENCECRAFT MICROSCOPES have large, fully rotating mirrors for best light and good vision . . . and suitable tilting joints for convenient positioning . . . spring stage clips for properly holding slides.

PATENTED VELVET-TOUCH focusing make Sciencecraft Microscopes easier to use.

SCIENCECRAFT MICROSCOPE BARRELS don't wobble while being focused because of the exclusive patented head construction.

SPECIAL ATTACHMENTS for Sciencecraft Microscopes include Sub-Stage Illuminator, Clear View Micro-Projector, Micro-Photographic [illegible] subjects, the new Electronic Stage and Rotary Holder.

THE ONLY REALLY PROFESSIONAL microscope outfits . . . made expressly for use by today's young scientists. Don't take chances with customer good will. When you display this basic scientific instrument . . . feature the finest . . . Sciencecraft.

FOR DETAILED INFORMATION on both Chemcraft and Sciencecraft, send today for free catalog to Room 405, Fifth Avenue Building or direct to . . .

THE PORTER CHEMICAL COMPANY • HAGERSTOWN, MARYLAND

THE NEW YORKER

Price 20 Cents

How to

do more, see more, have more fun

on your vacation budget . . .

with the 4 Coleman "OUTING PALS"

You camp or picnic where you please . . . you stay as long as you wish . . . you enjoy good hot meals and fresh cool drinks in more comfort . . . at less cost* when you have your Coleman Outing Pals along. They are clean, compact, easy to use and to carry.

You can get a complete Coleman Outing Pal 'Family Vacation Outfit' for as little as $66.85 or even less—*camp stove with high stand, cooler, floodlight lantern, carrying case—camp table and four stools.* On one vacation trip, they can save you more than that on food costs alone.

Fresh food and cold drinks from your NEW COLEMAN COOLER

Family model has ample refrigeration space for an average family. Low "K" factor . . . holds the cold longer because of new super-efficient Spintex insulation. Many features no other cooler has . . . lid latch lifts with little finger, locks automatically. All inside corners rounded, easier to clean, keep fresh and odor-free. Non-snag design, recessed pinch-proof handles, unloseable drain plug, concealed hinges. Folding adjusto-tray provides wet and dry cold compartments. Models at lowest price for comparable quality. Ask your dealer.

Quick, hot, easy-to-cook meals on COLEMAN Folding Camp Stove

As fast and easy to use as your gas range at home . . . lights instantly, burns cleanly, safely. Fuel is low cost, unleaded gasoline available everywhere. 2 and 3-burner models built for rugged service. Plenty of dependable heat—instant regulation. No smoked pots and pans. Folds up, carries like small suitcase. Convenient high stand raises stove to easy cooking height. See it demonstrated.

Priced as low as $12.95
High Stand, Extra $4.95

Eat in comfort, carry your supplies with COLEMAN Carrying Case—Camp Table

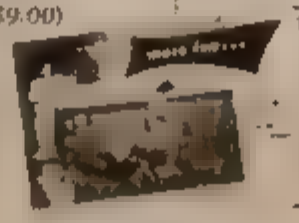
The first and only dual-purpose table on the market! It's a sturdy 28" square camp table that folds into a roomy, all-steel carrying case, holding four folding camp stools and lots of cooking utensils and food supplies. Fits easily into your car while traveling. Green baked enamel finish. Useful at home for patio, garden or game table.

Only $12.95
(Four Stools $9.00)

Longer, brighter outing evenings with COLEMAN Floodlight Lantern

Sunset doesn't limit your fun when you stretch the daylight hours with the famous Coleman Lantern. Lights instantly. Brilliantly floodlights a 100-ft. circle . . . burns 8 to 10 hours on a single filling of ordinary unleaded gasoline. Stormproof—105 mile gale can't put it out—dependable in any weather. Easily attached Coleman Reflector makes it a powerful spotlight. New "Professional" model is rust resistant, sturdy, lightweight. See it lighted at your dealer's.

Priced from $11.95



See Coleman Outing Pals on display at leading Hardware, Sporting Goods and Department Stores everywhere

Mail Coupon for FREE Outdoor Book

THE COLEMAN COMPANY, INC., Dept. 213-5, Wichita, Kansas

Please send me your book "How to Have More Fun on Every Outing"

NAME _____

ADDRESS _____

CITY _____ STATE _____

* FREE Coleman Outdoor Book new 1955 edition tells how families of four saved $9-$10 a day on vacation food costs with Coleman Outing Pals. Written by vacationers and noted outdoorsmen. 36 pages packed with fascinating hunting, fishing and camp cooking tips. Mail coupon for your free copy.

Shop through the following irta Value pages

Coronation Doll

12" of aristocratic splendor.

7½" of beauty, smartness and dignity.

A jeweled tiara, necklace, bracelet and royal orders, sparkling brilliantly on this beautifully designed formal dress made of non-tarnishable silver metallic material covered with chantilly lace, trimmed with a royal blue sash . . . truly a gown fit for the Queen.

SHOWN AT : McAlpin Hotel — Room 679

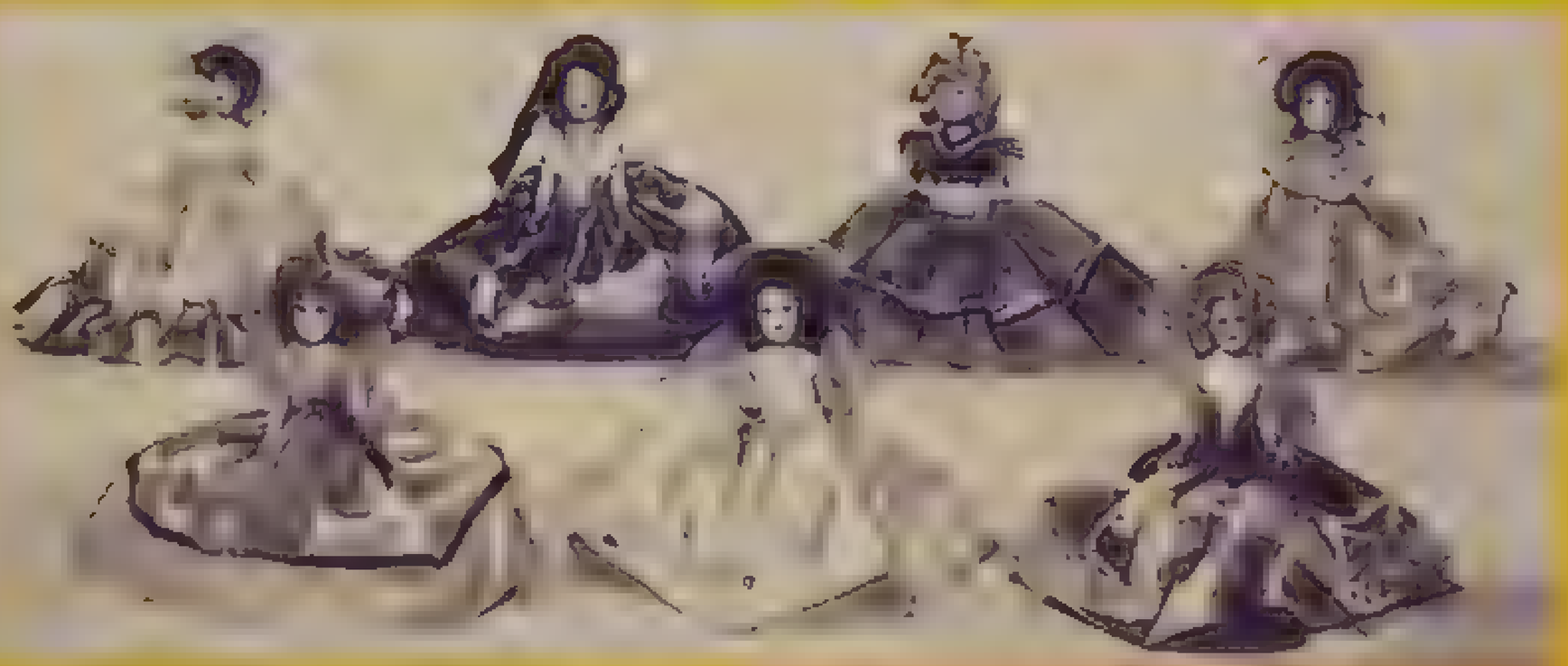
Dolls of Far-A-Way Lands, Inc.
subsidiary of Doll Bodies, Inc.
New York 12, N.Y.

Profit with these NEW terrific values in

Dolls OF FARAWAY LANDS

Doll collectors masterpieces. Beautifully and authentically costumed in satins, brocade and taffeta, moving eyes, jointed heads and arms. Priced for the mass market.

THE UNTOUCHED MARKET WILL GIVE TREMENDOUS VOLUME



REPRESENTATIVES:

East & South	Murray Richstone	200 Fifth Ave.	New York 10, N.Y.
Midwest	"Mac" Luttinger		
Western States	Morey Goppel	1206 South Maple Ave	Los Angeles, Cal

Dolls of Far-A-Way Lands, Inc. subsidiary of Doll Bodies, Inc. New York 12, N.Y.

SHOWN AT McAlpin Hotel — Room 679

NEW REPUBLIC THUNDERSTREAK PACKS SUPER-WALLOP

This first in-flight photo of Republic's F-84F swept-wing fighter shows the plane's punch-packing prowess as a ground support fighter-bomber. Here it carries 24 five-inch High Velocity Aircraft Rockets. As a fighter the F-84F is capable of very high speeds and exceptionally long range operations. As a ground support plane, it is designed to carry even more armament than its sister model, the F-84G.

Photo (left) shows the wide variety of armament carried externally by the F-84F . . . 24 five-inch HVAR Rockets, or four 1000 lb. bombs, or two 1000 lb. bombs and two 230 gal. fuel tanks. Other armament such as Napalm tanks, smoke tanks, or anti-personnel bombs can also be carried.

Photo (below) shows Camloc Fastener installation in the engine compartment access door on bottom of fuselage. Camloc Fasteners are also installed on varying contours and in highly stressed areas

CAMLOC FASTENER CORPORATION

Paramus, N. J. Los Angeles, Cal.

ings with the exception of Victoria and New South Wales, where Pan American has its own offices.

SAS Issues Studies Of Foreign Trade

Industrialists and businessmen interested in developing foreign trade can obtain a special series of reports on European market from Scandinavian Airlines System.

SAS has compiled vital statistics about Norway, Denmark, Sweden and Germany entitled "World Trade Bureau Reports." The report on Norway, for example, covers: country and people (area and population), currency, investments, taxes, industries (agriculture, forestry, fishing, mining, minerals and allied industries, furs, shipping and industrial production), foreign trade (imports and exports), what the American businessman should know about trading with Norway, tariff policy and structure, import, export and exchange controls and terms of sale.

Philippine AF Chief Urges Air Buildup

Manila—Establishment of an aviation industry in the Philippines is urged by Col. Benito Ebuen, chief of the Philippine Air Force. He says PAF imports most of its equipment and other supplies from abroad and describes development of the country's air power as a rich field for utilization of idle capital.

Such development would strengthen national economy as well as Philippine military defense, Col. Ebuen says. He also cites efforts of the Nationalist China government on Formosa and by Japan to build aviation industries with limited resources. "The Philippines," he says, has "vast natural resources, native ingenuity and bright vision of the future."

The Philippine House of Representatives has approved a bill providing for establishment of an aeronautical research laboratory in the Institute of Science and Technology.

Australian Heliport

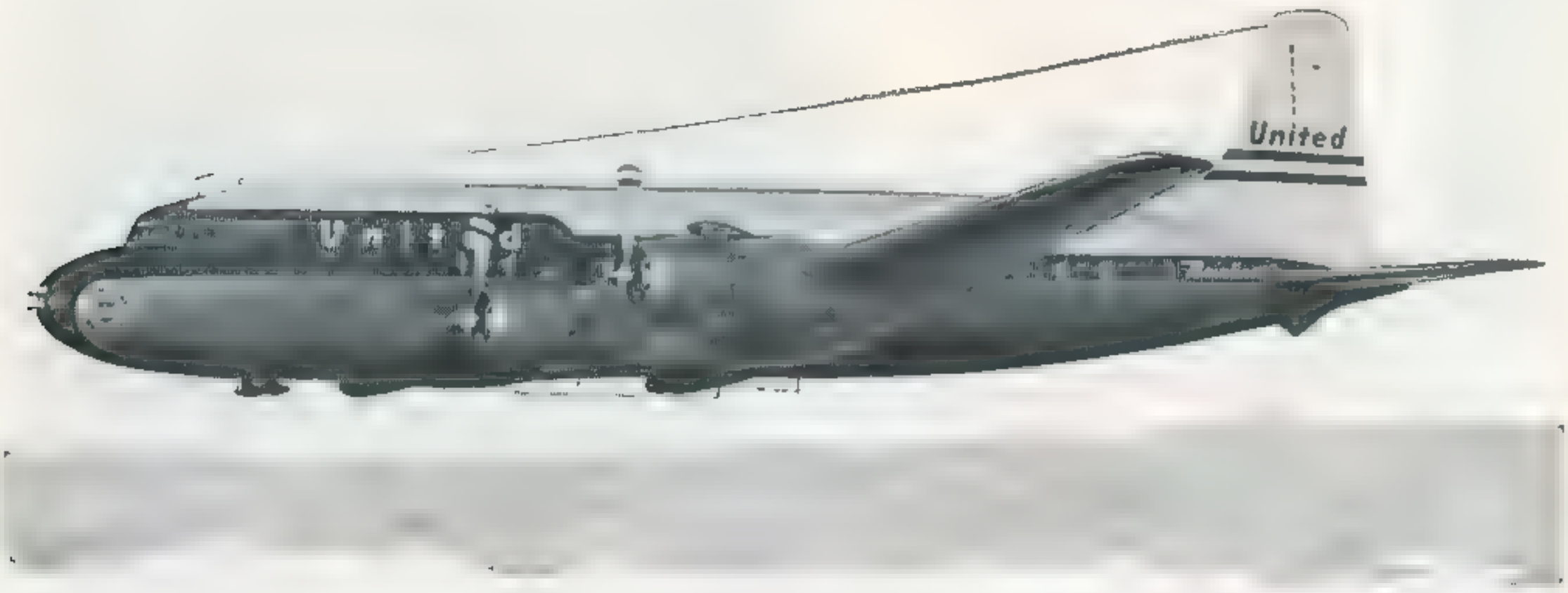
Sydney—The Australian government plans to incorporate a heliport at Kingsford-Smith Airport now under development. At present, there are only five helicopters in the country.

Meanwhile, large tanks for jet fuel are being installed for start of Comet turbine transport flight to Sydney. First stage of other construction consists of raising the level of the reclaimed area, laying out two new runways, installation of the drainage system, parking apron and enlarging storage and airport facilities.

UNITED
AIR LINES

DEPENDS ON CHAMPIONS

146 miles a minute—every minute of the year!



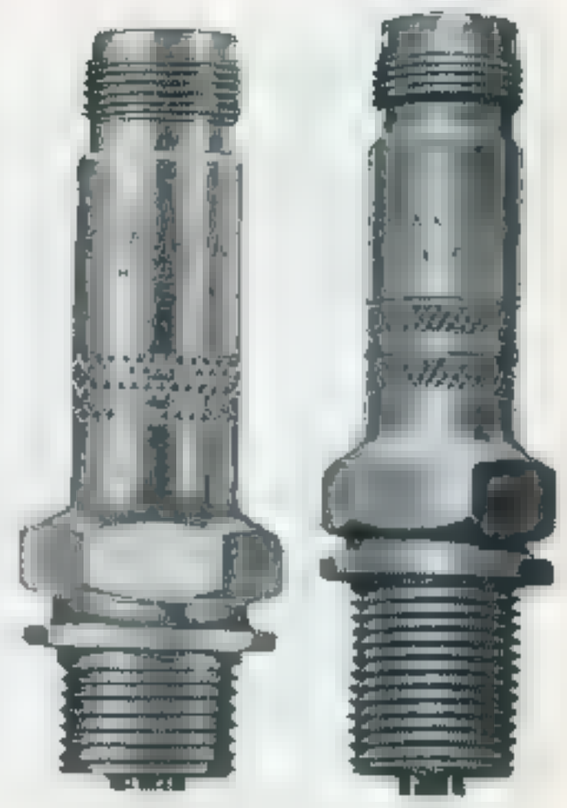
Every minute of the day and night, United Air Lines Mainliners cover 146 miles a total last year of 77,000,000 miles—and depend on Champion Spark Plugs every mile of the way!

Now in its twenty-sixth year of operation, United is the oldest transcontinental airline, flying three million passengers a year on routes stretching from Boston to Honolulu and from Vancouver to San Diego.

United is an exclusive Champion user, as are the great majority of major air lines in this country and abroad.

Says Mr. J. A. Herlihy, United vice president in charge of engineering and maintenance: "Champion Spark Plugs play an important part in helping us maintain our reputation for safety and dependable operation. If better spark plugs than Champion were available we certainly would be using them."

CHAMPION
IS A PRIME SUPPLIER
OF AIRCRAFT, MARINE
AND AUTOMOTIVE
SPARK PLUGS TO THE
U. S. ARMED FORCES
★

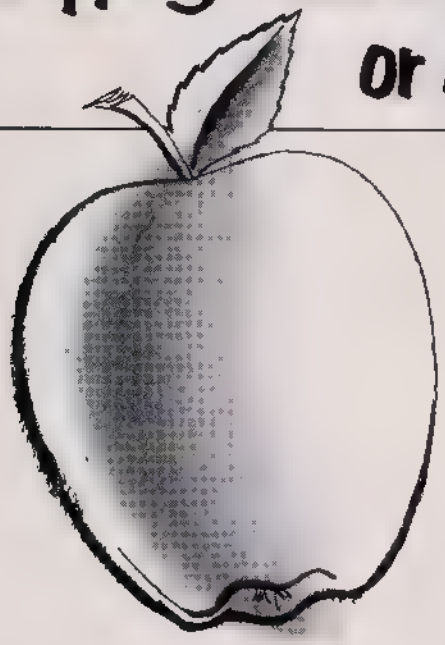


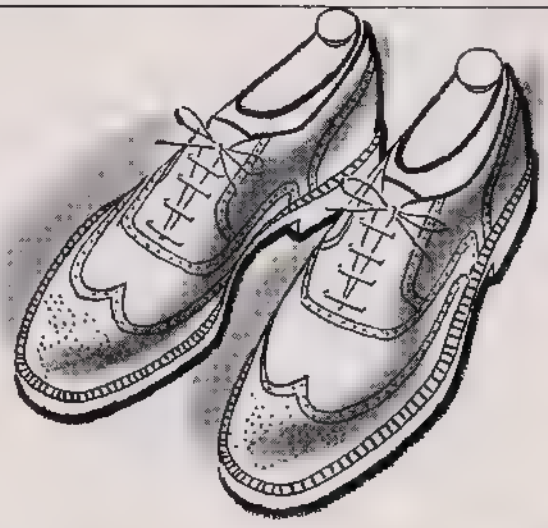
The RC26S and R37S-1 are the most widely used of Champion's many types of aircraft spark plugs.

CHAMPION SPARK PLUG COMPANY

TOLEDO 1, OHIO

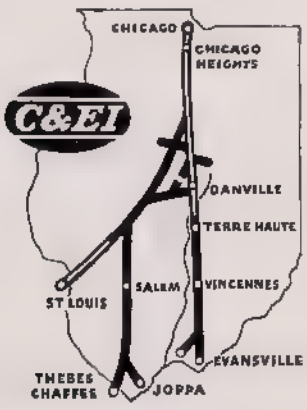
Shipping Washington apples or Massachusetts shoes?





Then you'd better check with these C&EI men!

You are likely to find that the Chicago & Eastern Illinois Railroad "Key Road of the Midwest" can unlock some tricky shipping problems for you. That's because of its strategic location, *in the center of things*, for efficient service to East-West and North-South shippers alike.



The C & E I is the *direct-interchange* line that picks up where others leave off, at major terminals like Chicago, St. Louis, and Evansville, and at many important intermediate junction points. It's on the spot—and on the job to *deliver*.

There are *forty* C & E I freight traffic representatives in principal shipping centers from coast to coast. One of them is *your personal agent*. Call him in and watch him *follow through!*

R. L. KOPP
Commercial Agent
SPOKANE

R. A. WOGAN
General Agent
BOSTON

CHICAGO & EASTERN ILLINOIS RAILROAD

Ship via C & E I for dependable freight handling and on-time deliveries through the great gateways of the Midwest—Chicago, Evansville, St. Louis, Thebes, Chaffee.

REDUX®

OPENING A NEW ERA IN AIRCRAFT ENGINEERING

The achievement of ways and means to assemble aircraft components with the "Redux" Process as developed by Dr. N. A. de Bruyne, Ciba's distinguished associate from England, has won widespread engineering and public attention both here and abroad.

The acceptance of the "Redux" Bonding Process by the aircraft industry is confirmed by the fact that it has been adopted as the standard procedure in the production of commercial aircraft such as the de Havilland "Comet" and the Bristol "Britannia," as well as in a number of British military types. "Redux" bonding also is being used extensively for specially designed high-speed jet-fighters in this country.

In response to long-standing invitations from American universities, engineering societies and aircraft companies, Dr. de Bruyne is now making a specially arranged lecture itinerary to appear before these groups from coast to coast.

REPRINTS OF PUBLISHED PAPERS BY DR. DE BRUYNE ON THE "REDUX" PROCESS and related data sheets have been assembled in a special reference file folder to serve as a preliminary guide to aircraft engineers in evaluating and using the "Redux" bonding process. Complete engineering assistance and information on the use of the process are available from Ciba. Address Plastics Division, Ciba Company, Inc., 627 Greenwich Street, New York 14, New York.

CIBA
PLASTICS

Forging

FOR GREATER STRENGTH AND HEAVIER LOADS

Through the years Sikorsky has been one of the foremost names in helicopter development. Whether engaged in flying supplies and rescuing the injured on the battlefields of Korea or making the first successful trans-Atlantic hop, Sikorsky Helicopters have produced outstanding performance records.

For greater strength and safety, for ability to carry heavier loads, the makers of the modern Sikorsky Helicopters are turning to forgings.

Consolidated Industries, Inc. is proud to be furnishing many of the forgings used in Sikorsky Helicopters — and in many, many other planes, engines and helicopters being supplied to our armed forces by leading manufacturers.

For a brief story on our facilities for producing aircraft forgings, write to Department W-10.

CONSOLIDATED
INDUSTRIES, INC.
Specialists in Aircraft Forgings and Castings
WEST CHESHIRE, CONNECTICUT, U.S.A.

West Coast Representative
A. C. Stearns Co., 3911 San Fernando Rd., Glendale, Calif

tire wear has not been a problem where the pilot has observed reasonable turn radii.

▶**Co-Rotating Nose Gear**—In nose gears, the trend has been toward the dual-wheel gear, with a vertical spindle axis and power steering. The dual gear affords a 100% safety factor on tires, and usually permits the best stowage provision in the structure, Eldred points out.

Co-rotating nose gears are also permitted by dual-wheel design. The co-rotating gear is a dual-wheel unit in which the wheels and the axle rotate as a common unit on a pair of bearings placed between the axle and the axle housing, eliminating differential action between the wheels.

When properly designed, co-rotating nose wheels are a 100% guarantee against nose gear shimmy, Eldred claims. When used without power steering, weight is definitely saved by elimination of the shimmy damper and associated mechanisms, he says.

When power steering is used, a small weight penalty is involved, since the steering unit can serve as a shimmy damper and steering torques are higher. Eldred points out, however, that with co-rotation and power steering, scissor deflections and joint play due to adverse tolerances or wear do not lead to shimmy as has often been the case where non-co-rotating wheels are used.

He reveals that a USAF Directorate of Flight Safety Research report covering a 30-month survey of landing gear accidents through 1950-1952 shows the dual co-rotating nose gears had the best safety and maintenance record.

▶**Joint Elimination**—Examining various areas where improvements have been made, Eldred says that elimination of joints has been an effective method of saving weight. He cites as a typical example the combination of the oleo inner cylinder, wheel fork and axle into a single forging.

An alternate makeup is to flash- or pressure-weld two or three pieces together to make the same part. This method often combines forgings with tubing and reduces raw stock and boring costs.

By either means, two socketed joints with their connections and stress concentrations are eliminated.

This approach applies equally well to outer cylinders and trunnions, drag links and many other parts, Eldred claims. Manual welding is apparently being abandoned for major joints because of lower fatigue life at the higher heat treat being used, and for other reasons

Improved hammer and press forging equipment is promoting the trend toward more and larger forgings. Better material placement, plus improved tolerances, grain direction and reduced

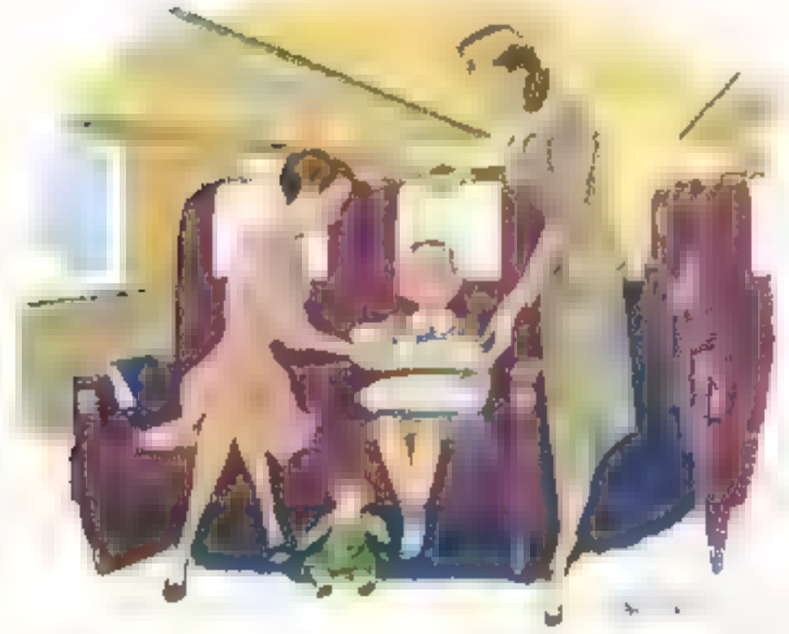
FLYING OFFICE—Top companies keep pace with modern business in Executive model Convairs

FLYING HOSPITAL—Convair's flying Samaritan speeds medical care and comfort for the armed forces

Convair gives wings to people on the GO

FLYING CLASSROOM—Air Force navigator-bombardiers are trained in flight with Convair T-29's

FLYING LABORATORY—New applications of powered flight are being tested in Allison's Convair Turboliner



FLYING . . for business or pleasure on your favorite airline is always popular in a Convair

CONVAIR'S VERSATILITY has made it the most universally accepted aircraft in modern aviation. More airlines have chosen the Convair than any other post-war passenger plane. Business corporations and the armed forces are using Convair fleets to give wings to vital services. Watch for new versions and even greater utility of the Convair . . . achieved through engineering that aims at the maximum . . . Engineering to the *Nth* Power!

CONVAIR

San Diego & Pomona, Calif. - Ft. Worth & Daingerfield, Texas

of the later Doolittle—oil company executive, AAF lieutenant general, government consultant, aviation troubleshooter. But as this biography points out, all of the man's apparently harebrained schemes were based on planning and carefully calculated risks

Flying the first outside loop; completely blind instrument takeoff, flight and landing (in 1929); the wartime raid on Tokyo—all examples of Doolittle's extraordinary courage and ability—were just calculated risks to him. After thorough study convinced him something was practicable, he was ready to go.

The book casts an interesting sidelight on the Tokyo raid. Idea originated with Navy's Adm. Francis Low (then a captain), who told it to Adm. King. King brought in Adm. Donald Duncan (also a captain at the time), who thought a carrier raid against Japan would work out if B-25s were used. When Gen. "Hap" Arnold was informed of the plan, he called on Jimmy Doolittle to choose a plane with the necessary capabilities. Doolittle did not know of Duncan's opinion (nor of actual B-25 takeoff trials Duncan had conducted), but picked the same plane.

Many of Doolittle's stunts, his combat flying in World War II, his numerous crackups, were a danger to his life. But his whole career appeared to hang for a while on his decision to have Shell Oil Co., of which he was an executive, spend millions of dollars in expanding high-octane gasoline facilities. He insisted that better performance of aircraft depended on the higher-quality fuel, although commercial demand for it was practically non-existent. World War II came along, and the nation learned that this was another Doolittle gamble based on sound thinking.

The life of the man is so varied and interesting, it is a pity the book is not better. It reads like one of the campaign biographies dashed off in election years. Proof readers familiar with aviation could undoubtedly have caught the many typographical errors and the misspelling of such well-known aviation names as Loening, Keys and Northrop.

—IIL

Product Literature

Carbide blanks, tools and toolholder inserts and technical data on carbide and its use, also complete information for ordering and prices, are detailed in Catalog VR-441 available from Vascoloy-Ramet Corp., Waukegan, Ill., or any branch office or distributor of the company. . . . **Thread plug and ring gage information** on a practical plane is contained in brochure being distributed by Thread Gage Co., 26538 W. Seven Mile Rd., Detroit 19, Mich. . . . **Valves for operating** air and hy-

McDONNELL F2H BANSHEES—*Outstanding Navy Fighters*

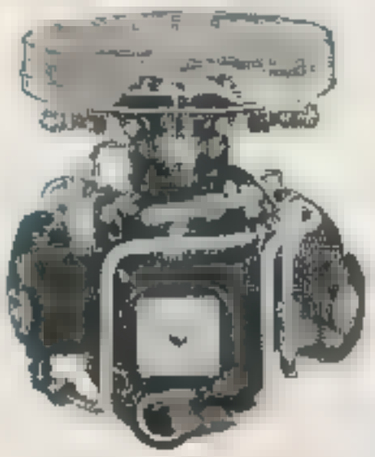
CORNELIUS PNEUMATIC SYSTEMS

Contribute to the Outstanding Success of

McDONNELL

FIGHTERS

McDONNELL has been using Cornelius Air Compressors on all production airplanes since 1948. Constant use, month after month, demonstrates the reliability of Cornelius products. Since 1942 Cornelius has built thousands of high pressure air compressors for the leading aircraft manufacturers, Navy and Air Force. Profit from this experience—write to us about your pneumatic equipment requirements.



CORNELIUS COMPRESSOR
4CFM . . . 3000 PSI
Powered by integral hydraulic motor. Other models available with various pumping capacities. All compressors can be furnished with either hydraulic motors, DC electric motors or AC 400 cycle motors.

THE Cornelius COMPANY
MINNEAPOLIS 21, MINNESOTA

Pioneers in the Development of
AIRCRAFT PNEUMATIC SYSTEMS

trend in engineering and aerodynamic design is toward the delta, and for a while to come our supersonic bombers and fighters will utilize that wing layout.

It has speed limitations, though, so when performance or military competition requires speeds much above twice that of sound, you can look for the next advance.

System Study Urged For Satellite

The growing awareness that man must penetrate into space for political, military or commercial reasons was highlighted during the past year.

More and more scientific papers presented at technical meetings of the several professional societies dealt with the problems of space travel.

Any tangible progress made during the year would of necessity have been hidden under a security blanket which would make the covering over guided missiles look like sheer gossamer. But intangible progress has been made

► **Details Now**—Through all these reports runs the thread of detailed design. No longer do authors consider the ways of getting into space or of establishing a satellite. That has been done to death on paper

Instead, there have been studies made of everything from the disposal of human wastes on the satellite to methods of ferrying cargo.

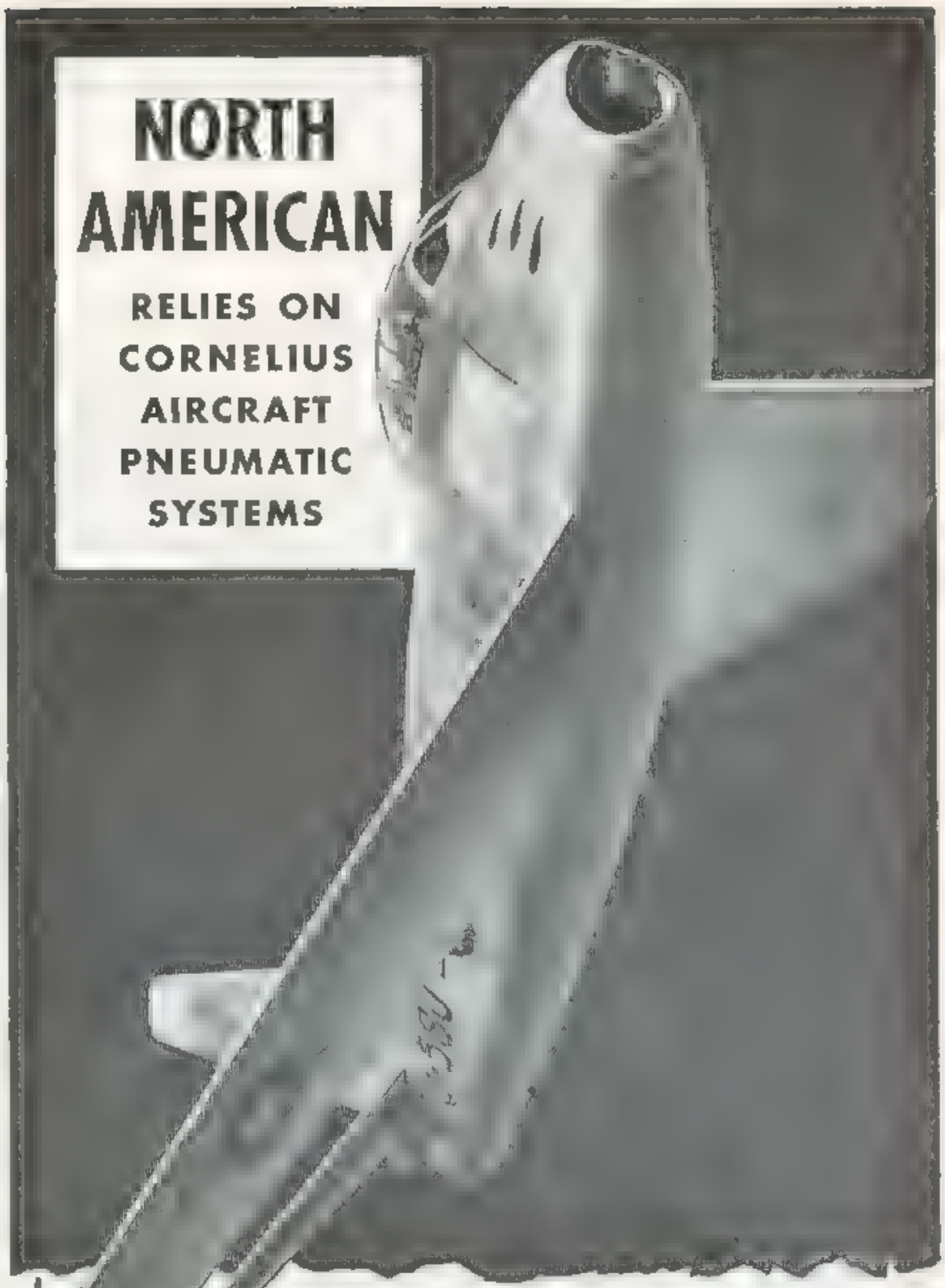
In some cases, these far-reaching ideas have been greeted with an aloof air by pure scientists. In other cases, these planners of the brave new world have been told scathingly by the military that today's problems can be dealt with on a terrestrial basis. Our enemies, the generals say, are of this world, not of the moon or another planet.

► **Just Consider**—But Wernher von Braun, speaking for the prophets, held forth on a philosophy which should win more converts to the cause. Surely, he said, there is no argument about either the magnitude or the location of today's enemies. Furthermore, nobody wants to build a satellite just for the fun of it, and then face the problem of "Now we've got it, what can we do with it".

Instead, said von Braun, consider the basic concept as just that -a concept and no more. Make enough studies to determine practicability of design and construction and assembly techniques But first, work out the idea of the inherent value in such an artificial moon.

Consider the whole satellite as a weapon system, if you will. Surely, von Braun said, there is much to be learned from the study of the idea.

With that feeling, conclude many engineers, there can be little argument.



NORTH AMERICAN F-86E Sabre, *Outstanding Air Force Fighter*

Since the early days of the B-25, NORTH AMERICAN has repeatedly specified Cornelius Pneumatic Equipment . . . and our compressors, pressure regulators, relief valves, check valves, etc., are being battle tested daily aboard Sabres in Korea.

During the past 11 years Cornelius has built more than 25,000 high pressure air compressors for the Air Force, Navy and leading aircraft manufacturers. You will profit from our experience . . . write to us about your pneumatic equipment requirements.

CORNELIUS PNEUMATIC EQUIPMENT
AIR COMPRESSORS • CHECK VALVES • PRESSURE REGULATORS • PRESSURE SWITCHES • RELIEF VALVES • A R BRAKE VALVES • AIR BOTTLES

THE Cornelius COMPANY
550-39th Avenue Northeast • Minneapolis 21, Minnesota
Pioneers in the Development of Aircraft Pneumatic Systems

Now-DAISY Play Guns

No. 940 DAISY TRAINING RIFLE
one of the many new Daisy Play Guns being introduced at the Toy Fair

You can easily afford to own any play gun and you can be sure it's safe when it's a DAISY. DAISY pellet guns are not toys. Handling rules must always be followed.

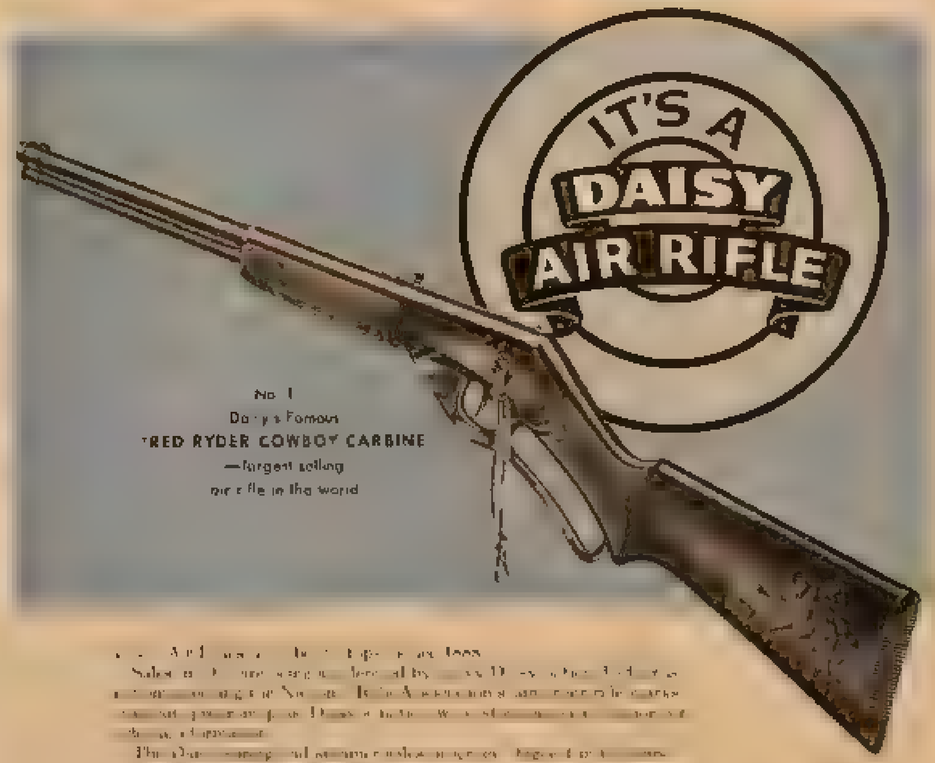
The great success of the famous Red Ryder gun has led to the production of many Daisy guns.

Among these is the Daisy Air Rifle, a popular gun for outdoor shooting. Made of polished steel and fitted with a hardwood stock, it shoots BB shot with plenty of power and accuracy.

Please note our new address } DAISY PLAY GUNS

Division of DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN, U. S. A.
NEW YORK OFFICE: 114 Arcade • FIFTH AVENUE BUILDING

and DAISY Air Rifles



No. 1
Daisy's Famous
RED RYDER COWBOY CARBINE
—largest selling
air rifle in the world

Please note our new address } DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN, U. S. A.
NEW YORK OFFICE: 114 Arcade • FIFTH AVENUE BUILDING

Now-DAISY Play Guns

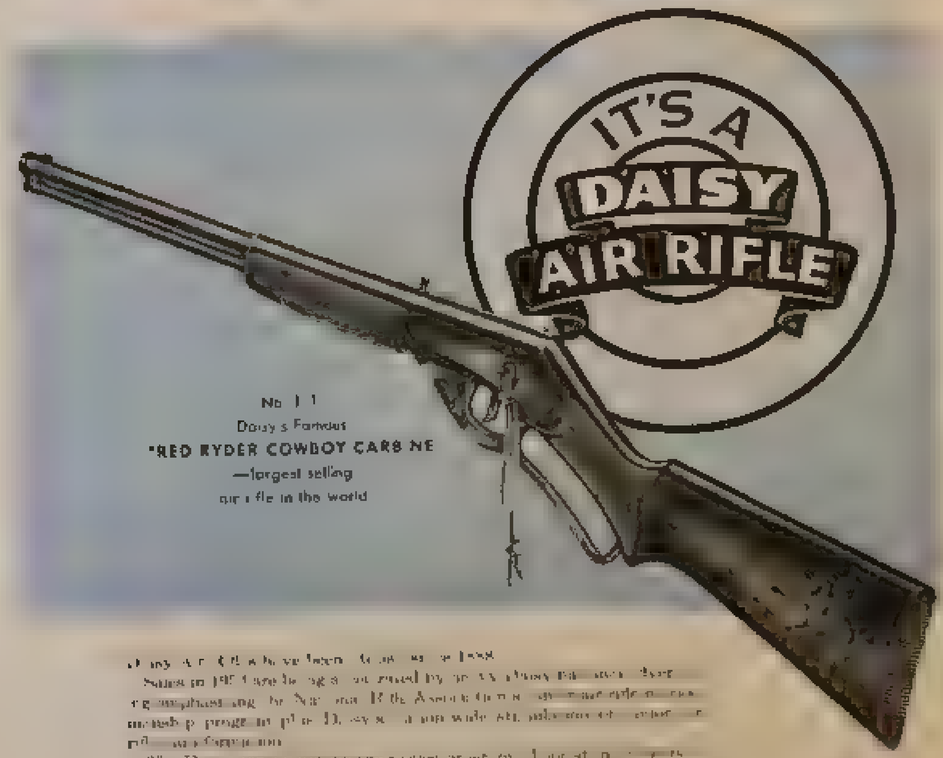
No. 940 DAISY TRAINING RIFLE
one of the many new Daisy Play Guns being introduced at the Toy Fair

Please note our new address

DAISY PLAY GUNS

Division of DAISY MANUFACTURING COMPANY • PLYMOUTH MICHIGAN U S A
NEW YORK OFFICE 114 Arcade FIFTH AVENUE BUILDING

and DAISY Air Rifles



No 11
Daisy's Famous
"RED RYDER COWBOY CARBINE
—largest selling
air rifle in the world

Please note our new address

DAISY MANUFACTURING COMPANY PLYMOUTH MICHIGAN U S A
NEW YORK OFFICE 114 Arcade FIFTH AVENUE BUILDING

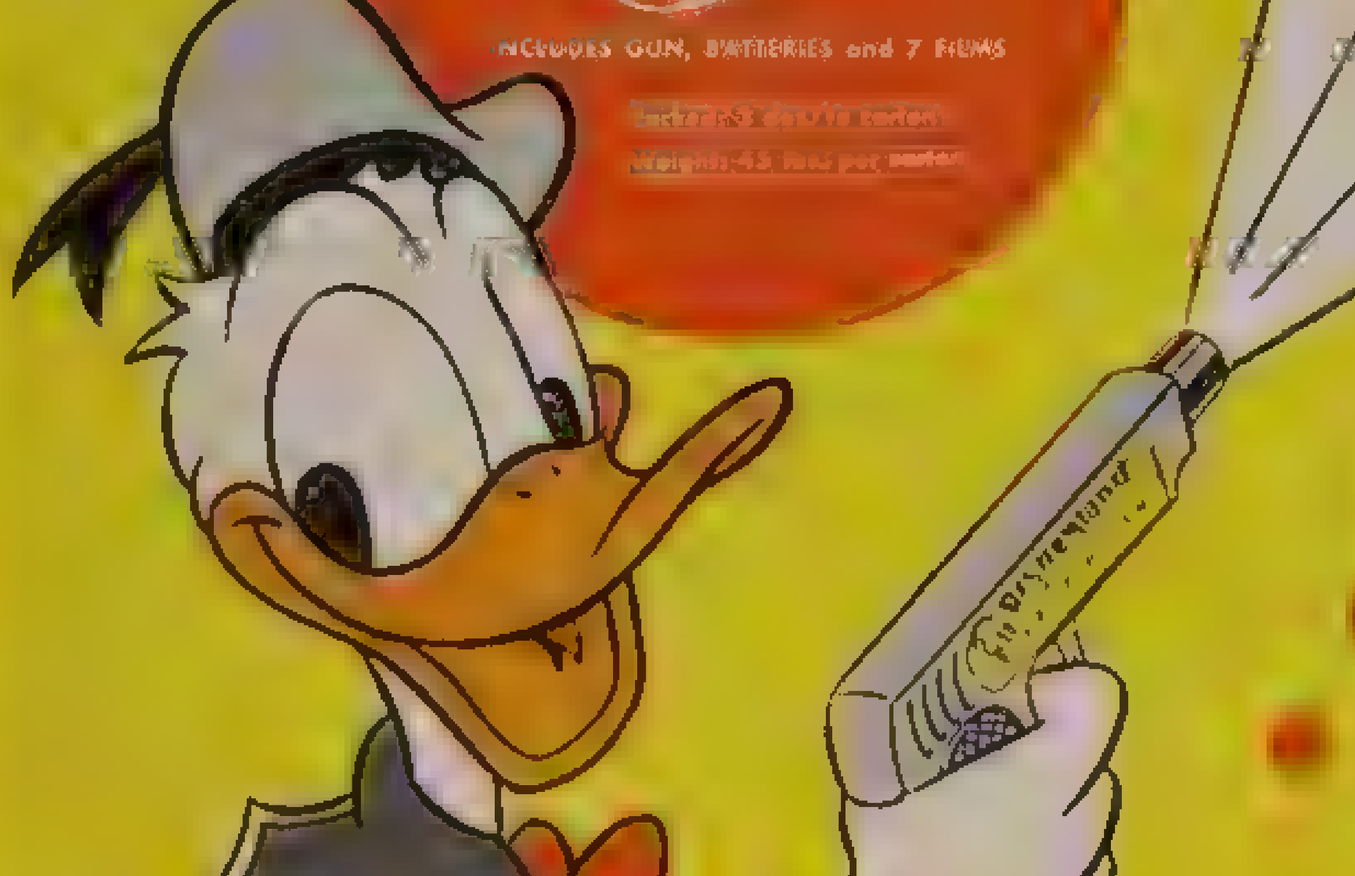
Disneyland

AUTO-MAGIC
PICTURE GUN AND THEATRE

SUGGESTED RETAIL

$3.49

INCLUDES GUN, BATTERIES and 7 FILMS



FEATURING

- 7 COMPLETE FILMS
- PROJECTS FILM ON ANY FLAT SURFACE
- EASY TO LOAD — EASY TO USE
- FUN FOR YOUNG AND OLD

WALT DISNEY PRODUCTIONS

Sole Sales Representative
HENRY KATZ
FACTORY TIMES INC.
200 NEW ROOM FIFTH 540 AVENUE YORK 10, N.Y.

STEPHENS PRODUCTS CO.

Middletown, Conn.

"Lines of Distinction"

SELLING STAFF

HENRY KATZ, President

ARTHUR TAYLOR, Sales Manager
WILLIAM RUMMEL, JR., Eastern Seaboard
RALPH HANCOCK, Memphis-South
RICHARD KEATS, Sales Promotion

JOSEPH F. BRILL, Vice-Pres. New England-Canada
ELSIE ROBERTS, New York Area
HENRY ASHER, Los Angeles-West Coast
HARRIET GRAUBARD, New York Area

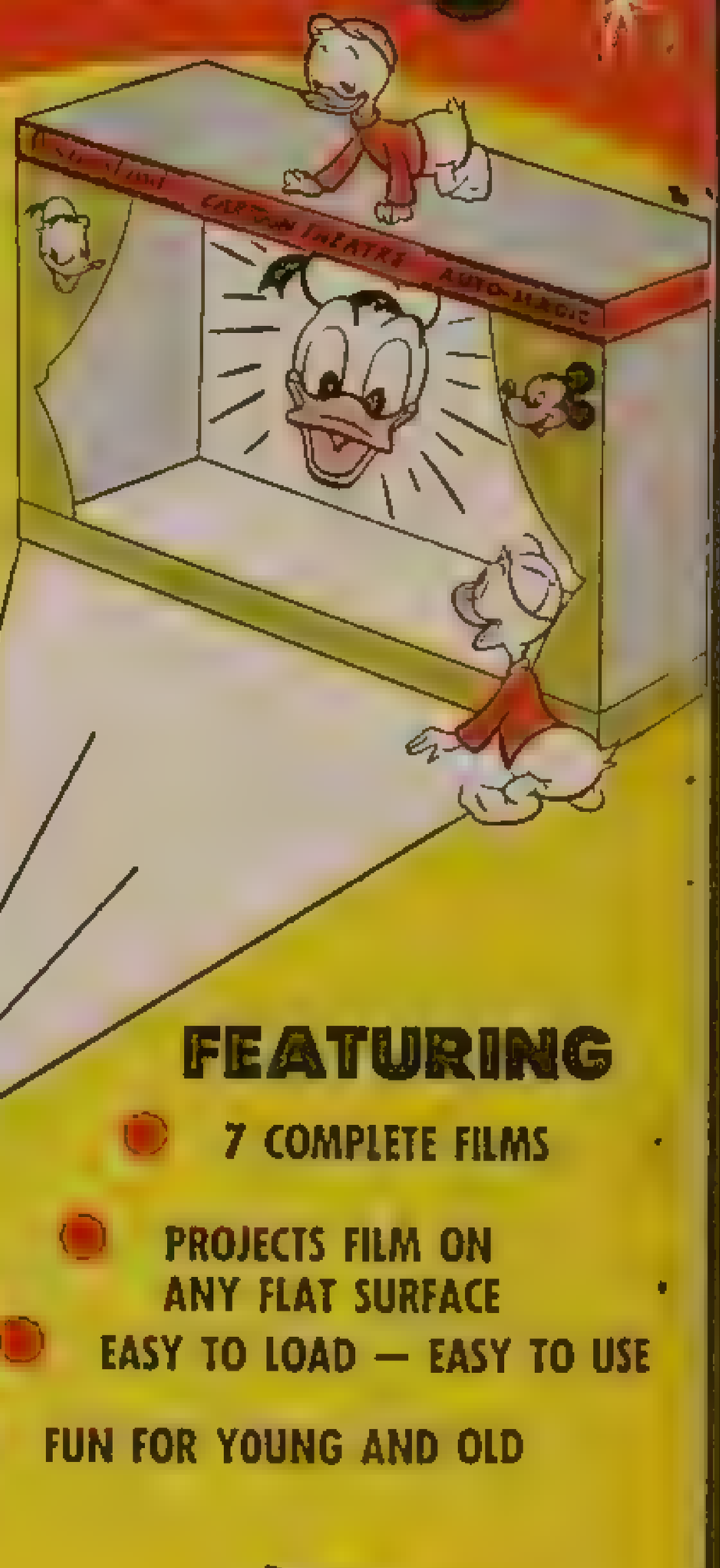
HERBERT PARDOE, New York Area-Canada
DALE DILLEMUNT, Akron-Mid-Atlantic
HERBERT GINGOLD, New York-New Jersey
BERNIE GOLDSMITH, Chicago-Mid-West

Disneyland

AUTO-MAGIC
PICTURE GUN AND THEATRE

SUGGESTED RETAIL
$3.49
INCLUDES GUN, BATTERIES and 7 FILMS

Packed: 3 doz. to carton
Weight: 45 lbs. per carton



FEATURING

- 7 COMPLETE FILMS
- PROJECTS FILM ON ANY FLAT SURFACE
- EASY TO LOAD — EASY TO USE
- FUN FOR YOUNG AND OLD

WALT DISNEY PRODUCTIONS

STEPHENS PRODUCTS CO.
Middletown Conn.

"Lines of Distinction"

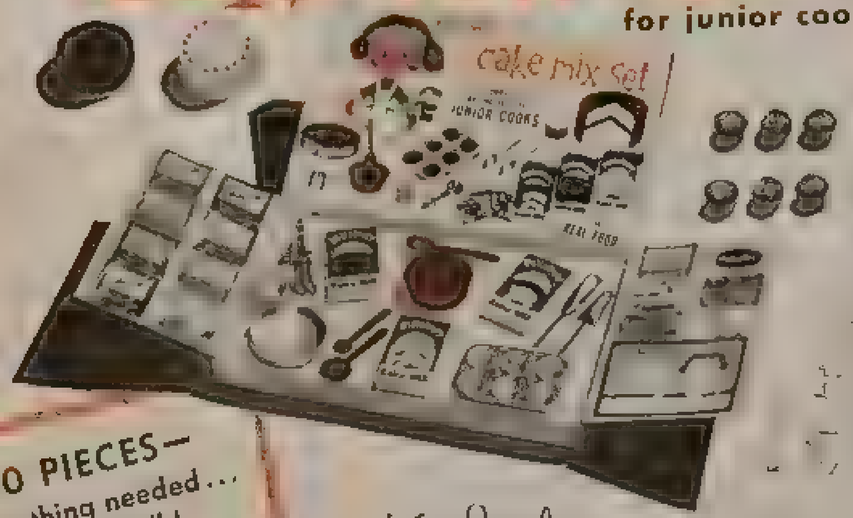
SELLING STAFF

Here's what....

Kay Stanley's

cake mix set

for junior cooks



40 PIECES—
everything needed... except milk!

Three kinds of Pillsbury Cake Mix!

- Chocolate Fudge
- Golden Yellow
- Snowy White

Enough to bake nine cakes!
Frostings and Decorations
All utensils needed!
Easy-to-understand Cookbook!

Kay Stanley DOES IT AGAIN!

A brand-new item that [illegible] and proud [illegible] Hugh [illegible] boy [illegible] special ingredients make this newest creation of the Kay Stanley line a must for every kid who has enjoyed the model process.

Newspaper mats, [illegible] for your own ads [illegible] he [illegible] you need to [illegible] and [illegible] here's [illegible] play

[illegible] weeks ahead [illegible] and start out [illegible] big year-long [illegible] season for Kay Stanley Cake Mix Sets, Pillsbury Cake Mixes, Model Arts [illegible] where [illegible] there are kids [illegible] that's a market!

Model-Craft, Inc.

521 WEST MONROE ST., CHICAGO 6, ILLINOIS

Kay Stanley's been cookin'!

Walt Disney's

Peter Pan

JOINS THE SPACE CADETS, WALT DISNEY'S BAMBI, INDIANS, ZOO AND ALL THE MODEL-CRAFT FAVORITES!

Kay Stanley's new-for-'53

Model-Craft

MOLDING AND COLORING SETS

another potential best-seller...

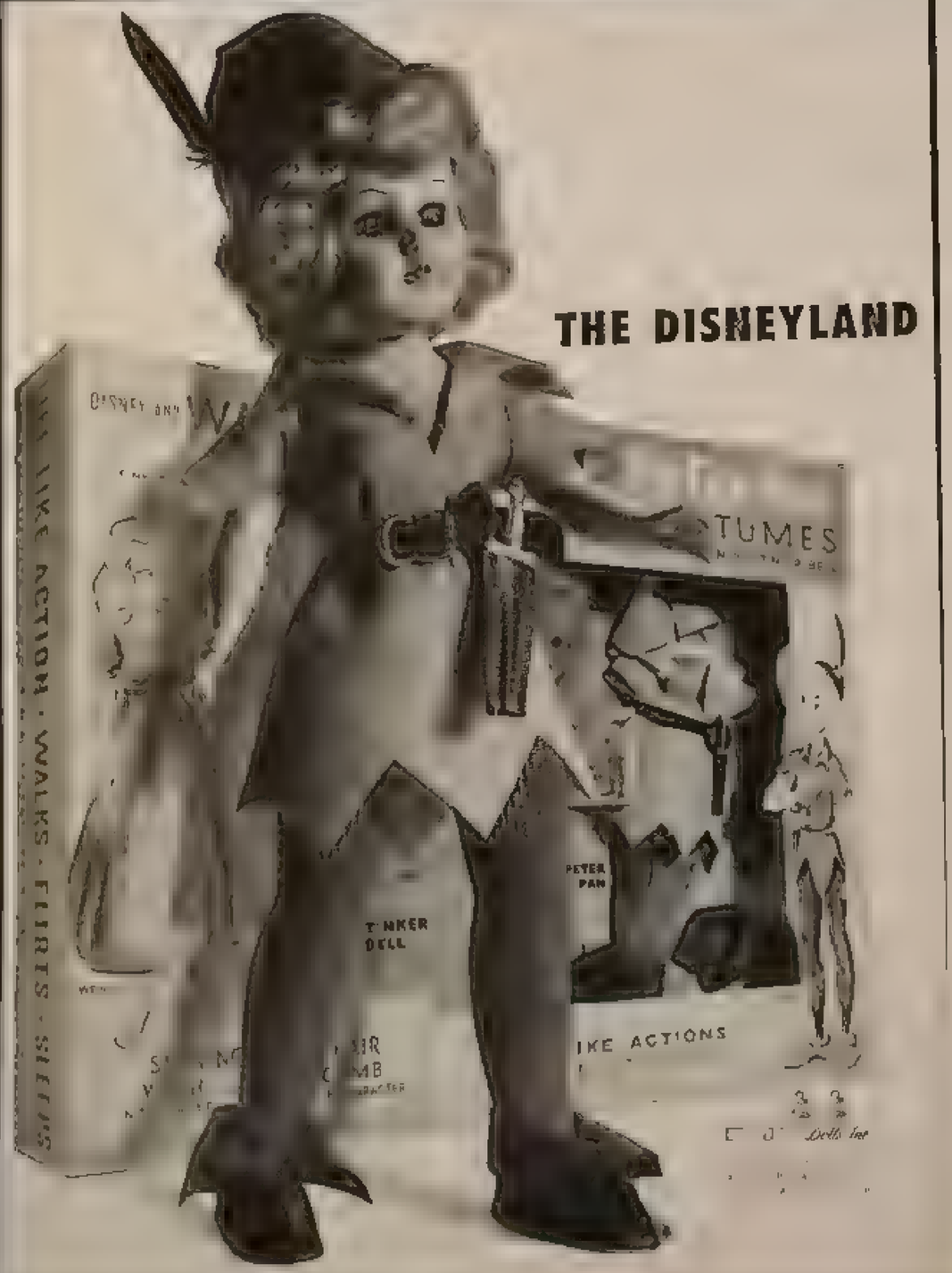
THE EXCITING

DOG SHOW

ALL THE FAVORITES!
EVERYONE A WINNER!

PERMANENT DISPLAY
ROBERT FREEDMAN AND SON
ROOM 201, 200 FIFTH AVENUE, NEW YORK 10

SEE US AT THE TOY SHOW — ROOM 521 HOTEL NEW YORKER



DOLL IN "PETER PAN" COSTUMES is CELANESE* PLASTIC

One of the newest of the many famous toys that depend on tough acetate for durability, shatter resistance, surface permanence and play safety

It's a safe bet that children are going to love the Disneyland doll with its entrancing costume changes. They'll love to dress it as Peter Pan or Tinker Bell or Wendy —pixie people in the newest Disney motion picture "Peter Pan" now playing to delighted audiences all over the country.

And it's a safe bet too that, because it is made of Celanese acetate the Disneyland doll is going to satisfy retailers as well. They know that Celanese acetate means less breakage, fewer returns, and less shipping damage. Celanese Corporation of America, Plastics Division Dept. 131-C, 290 Ferry Street, Newark 5, New Jersey

Canadian affiliate, Canadian Chemical & Cellulose Company Ltd., Montreal and Toronto.

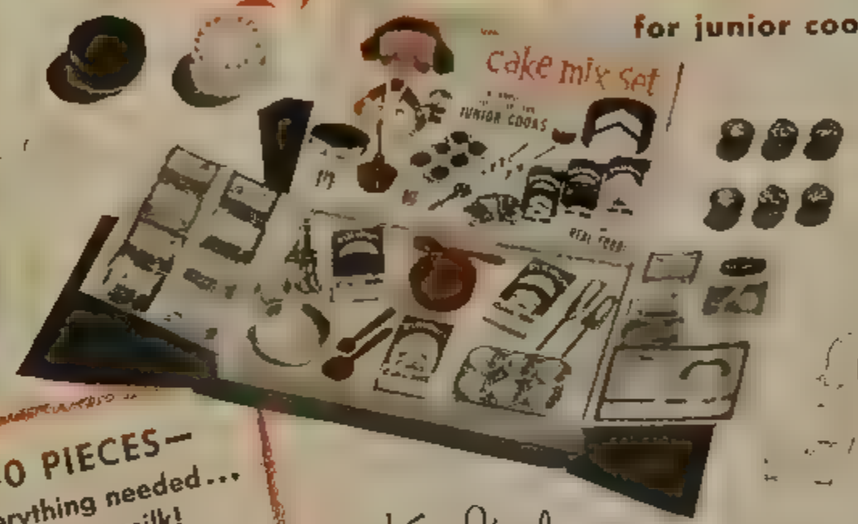
Celanese*

Here's what....

Kay Stanley's

cake mix set

for junior cooks



40 PIECES—
everything needed... except milk!

Three kinds of Pillsbury Cake Mix!

- Chocolate Fudge
- Golden Yellow
- Snowy White

Enough to bake nine cakes!
Frostings and Decorations
All utensils needed!
Easy-to-understand Cookbook!

Kay Stanley DOES IT AGAIN!

A brand new item that sizzles with excitement ... and profit potential! High quality ... new toys and top-brand ingredients make this newest addition to the Kay Stanley line a must for every kid who has ever grown through the cake age.

Newspaper mats, photos, copy mats for your own ads ... and the ingredients you need to whip up excitement and set up sales!

There's no closed season on creative play!

Fifty-two weeks a year, year in and year out ... that's your selling season for Kay Stanley's Cake Mix See with Pillsbury's Famous Cake Mixes. And wherever there are kids ... that's your market!

Model-Craft, Inc.

521 WEST MONROE ST., CHICAGO 6, ILLINOIS

SEE US AT THE TOY SHOW

...Kay's been cookin'!

Walt Disney's

Peter Pan

JOINS THE SPACE CADETS, WALT DISNEY'S BAMBI, INDIANS, ZOO AND ALL THE MODEL-CRAFT FAVORITES!

Kay Stanley's new-for-'53

Model-Craft

MOLDING AND COLORING SETS

another potential best-seller...

THE EXCITING

DOG SHOW

ALL THE FAVORITES!
EVERYONE A WINNER!

PERMANENT DISPLAY

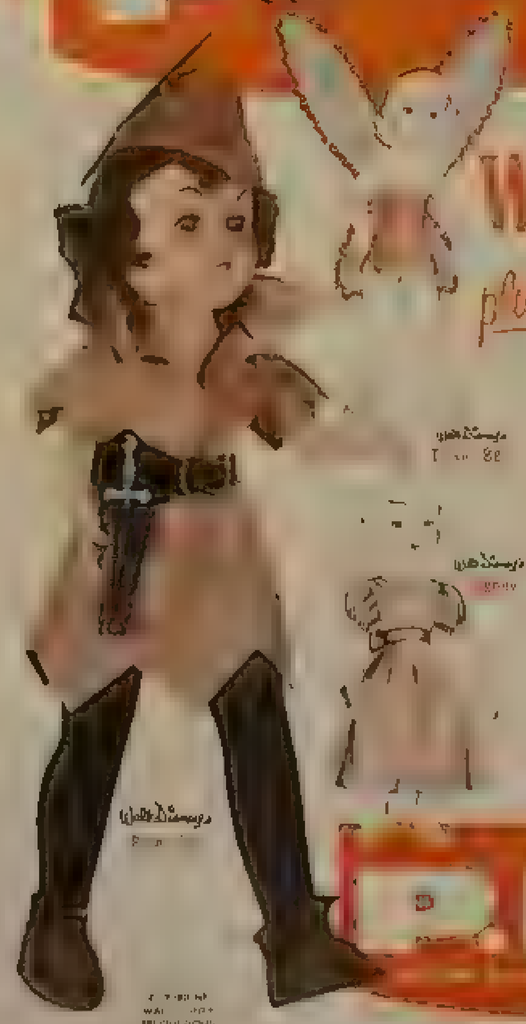
ROBERT FREEDMAN AND SON

ROOM 201, 200 FIFTH AVENUE NEW YORK 10

ROOM 521, HOTEL NEW YORKER

Here's The Million Dollar Promotion With

Peter Pan Magic



DISNEYLAND

Walking Doll

plus 3 COSTUMES

AND ACCESSORIES

to dress the doll as

PETER PAN, WENDY, & TINKER BELL

- 11" of loveliness.
- She walks—turns her head!
- Washable hair to curl and wave!
- 3 complete costumes to dress and change the Disneyland doll into Peter Pan, Wendy, or Tinker Bell!
- Lots of fun to turn one doll into 3 adorable Peter Pan characters that will live in your hearts forever.
- Handsomely gift boxed . . . retail $4.98

Visit our showrooms or our exhibit at the Hotel New Yorker, Room [illegible]

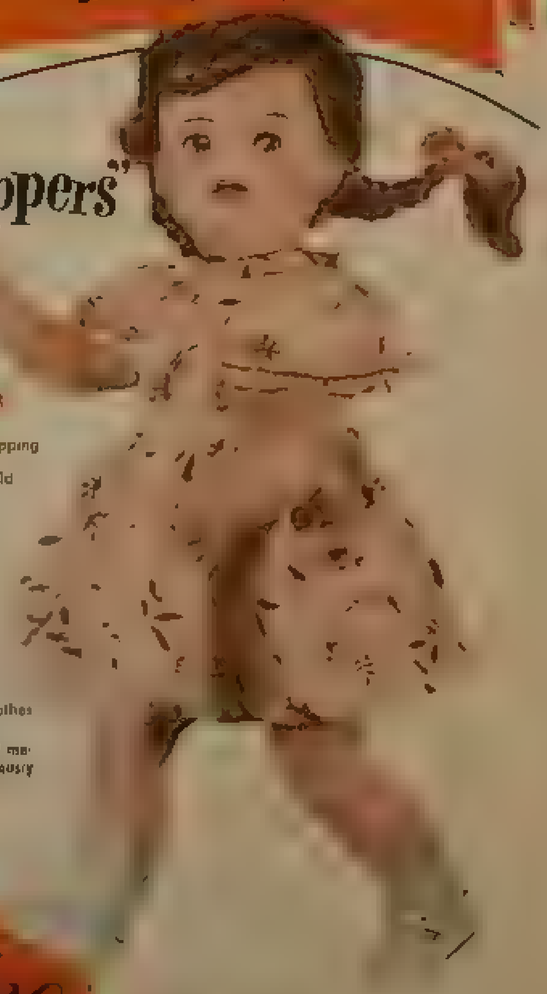
P.M.A.

30

Appeal

P.M.A.'s

"Stepping Steppers"



- WALK! • SIT!
- FLIRT! • CRY!
- WASHABLE
- WAVABLE HAIR!

How smart can a doll be? Take a "Stepping Stepper" and see! She does everything. Hold her hand — she walks! Turns her head sits . . . stands . . . goes to sleep . . . even cries "Mama" Now watch those flirty, flirty eyes that follow you as she turns from side to side. Moulded of unbreakable plastic. Washable, wavable wig. All beautifully costumed in their party best clothes

P.M.A. has created the most complete line of mechanically perfect walking dolls — all gorgeously dressed.

11 group Details from $ 2.98
[illegible] group Details from $ 5.98
11 group Details from $11.98
23 group Details from $13.98

Dolls, Inc.

JOBBERS P.M.A.'s Profit Map is August will boost your volume in '53 for the first time these same promotions are offered to the live jobbers. Write wire or call for full details

UNITED SPECIALTIES OF BIRMINGHAM, INC.

BIRMINGHAM, ALABAMA

USC

No. 30 LITTLE GIANT

ALL-STEEL TOY WAGON BODY 5 x 8 x 2" one piece fully curled edges WHEELS 4 steel with E-Z grip red Undergear green PACKED 12 in a carton, 30 lbs

DIXIE FLYER LINE

Wagons can be stacked for display without special racks

No. 40 DIXIE JUNIOR

Body 21" x 8" x 2" streamlined with fully curled edges WHEELS 5" diameter with rubber tires FINISH red enamel Body and Wheels, forest green Undergear PACKED 6 in a carton, 37 lbs

No. 55-A DIXIE PRIDE

STREAMLINED MIDDLE-SIZE WAGON BODY, 28" x 4", x 3" with fully curled edges. WHEELS, 7-inch disc with sleeve bearing and 1" rubber tires TONGUE, new one-piece construction. FINISH Body and Wheels red, Undergear forest green. PACKED 1 in carton, 16 lb

No. 95 DIXIE CLIPPER

STREAMLINED DE LUXE FULL-SIZE WAGON. BODY 35" x 17" x 2" x 4 1/4" with fully curled edges WHEELS [illegible] with "Nylon Sleeve" bearings [illegible] with 1" rubber tires TONGUE, [illegible] FINISH Body and Wheels [illegible] red Undergear forest green oven [illegible] PACKED one in a carton 29 lbs

SEE NEW 1953 LINE AT

NEW YORK TOY FAIR DISPLAY

New York Office
Julius Levenson, Inc.
7 East 17th Street

Hotel New Yorker
Rooms 1161-1162

UNITED SPECIALTIES OF BIRMINGHAM, INC.

BIRMINGHAM, ALABAMA

USC

No. 120 SENIOR SCOOTER

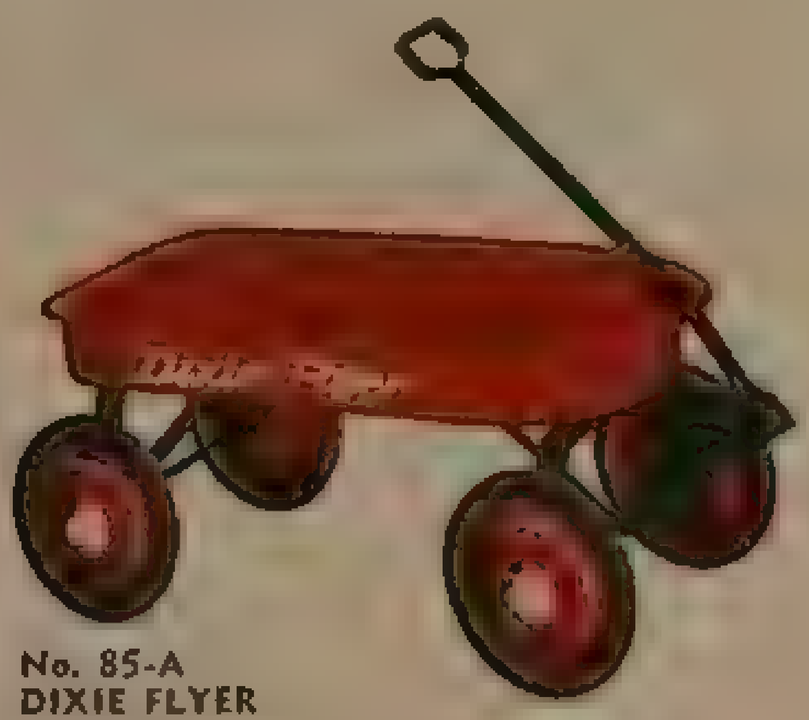
De Luxe Scooter. Assembled 41½ long, 33" high EQUIPPED with Parking Stand, Brake and Rubber Grips. WHEELS with 10"x1¾" molded Tires and special "Oilite" Bearings FINISH red enamel. PACKED one in a carton 15 lbs

No. W-80 TOY WHEELBARROW

BODY, one-piece stamping 15" x 12" x 3" WHEEL, 7" with ½ rubber tire FINISH oven-baked enamel bright red and forest green PACKED 12 per carton, 58 lbs.

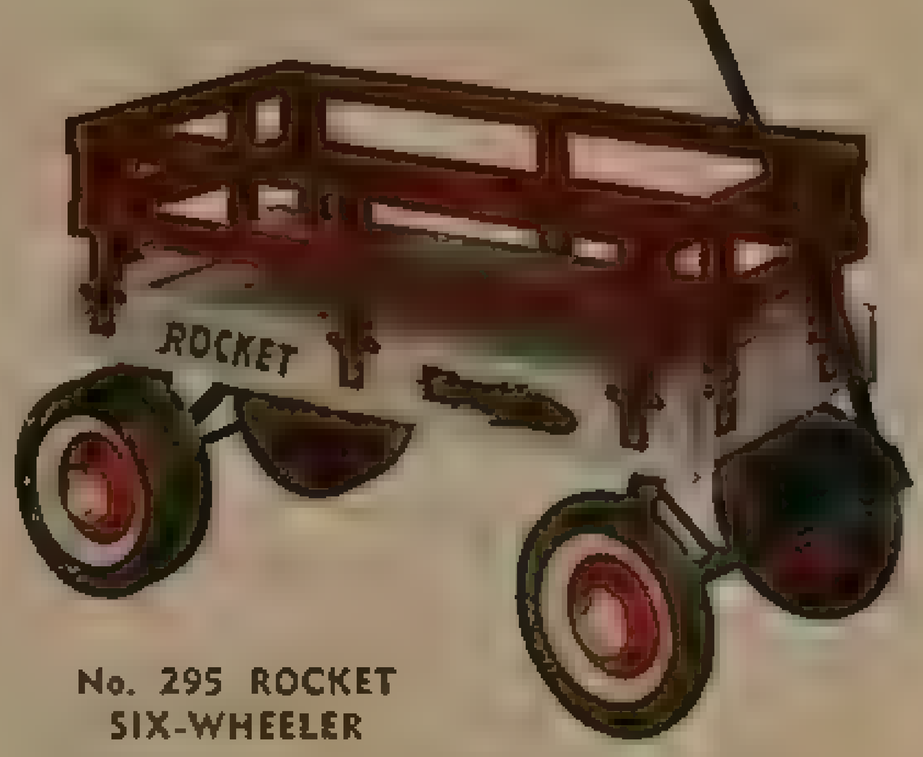
No. 101 JUNIOR SCOOTER

Sturdy Stamped Steel Scooter. Assembled size 34¾" long, 27¾" high Parking Stand and Rubber Handle Grips WHEELS with Sleeve Bearings and 7 x¾" Rubber Tires FINISH red baked enamel PACKED six in carton. 45 lbs



No. 85-A DIXIE FLYER

Standard large size Wagon BODY, 35 x17½"x4¼" with flanged curled edges WHEELS, double disc with Ny-Lon Steel weatherproof bearings and 10"x1¾" molded rubber tires Steering Handle, Tongue and Clip FINISH Body and Wheels bright red, Undergear forest green oven baked enamel PACKED one in carton, 26 lb



No. 295 ROCKET SIX-WHEELER

BODY 36 x16 x11" one piece stamped steel tube frame. Tie-rod construction. Hardwood floor sheet water-proof plywood bottom. WHEELS white sidewall disc with 10"x1¾" molded Tires and Ball type Steel bearings. FINISH Body and stake red varnish Wheels red enamel Undergear, green enamel Packed one in carton. 44 lb

No. 195 ROCKET FOUR-WHEELER

Same as No. 295 except four wheeler. Weight 37 lbs

LINE OF SAMPLES ON DISPLAY AT

NEW YORK OFFICE
Julius Levenson, Inc.
7 East 17th Street
New York 3, N Y

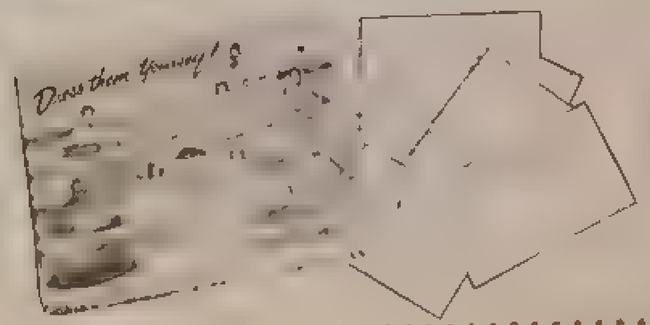
SOUTH
Louis Williams & Co
Third National Bank Bldg
Nashville Tenn

WEST COAST
Glen B. White And Associates

Los Angeles Office
1151 So. Broadway

San Francisco
1355 Market St

Portland Office
P. O Box 622



8 Straight complete easy to sew doll dress patterns with complete sewing instructions plus a 6 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls and the size 3 oz 10 lbs

Painted Eye Virgin Acetate ready to dress doll Genuine Mohair Wig movable head and arms packaged in heat sealed cellophane envelope 3 dz 5 lbs 6 dz 11 lbs

Moving Eye Virgin Acetate ready to dress BOY doll with black painted wig movable head and arms packaged in a heat sealed cellophane envelope 3 dz 5 lbs 6 dz 11 lbs

'Now packed in triple strength cellophane to withstand vigorous handling by store traffic

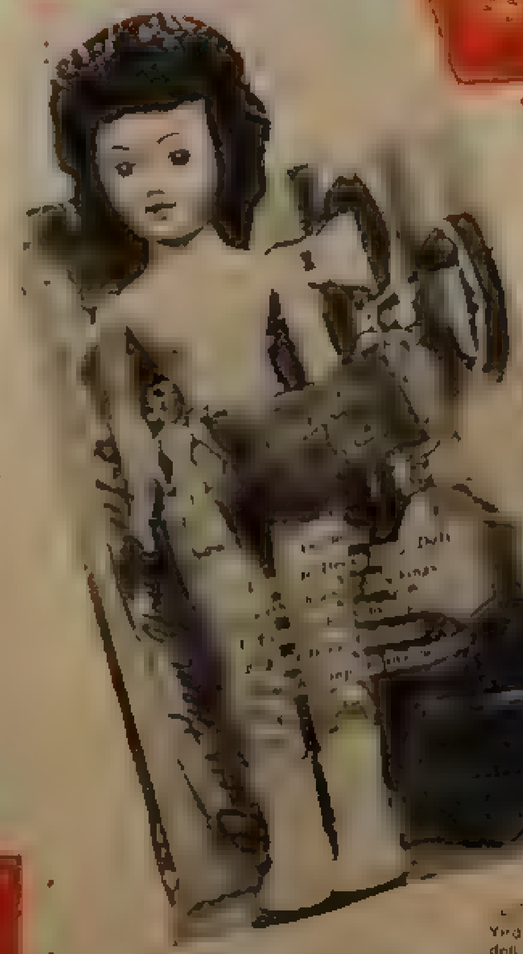
6 dz screen page book with color illustrations of dolls with pattern number 1 6 dz 6 lbs

DOLL BODIES inc.

THE 1953 LINE OF

"Lingerie Lou"

DOLL BODIES INC



85 Moving Eye Virgin Acetate ready to dress doll Genuine Mohair Wig movable head and arms with complete easy to sew doll dress patterns with complete sewing instructions and color illustration sheet packaged in a heat sealed cellophane envelope printed in two colors 3 dz 7 lbs 6 dz 14 lbs

Moving Eye Virgin Acetate ready to dress doll Genuine Mohair Wig movable head arms and legs two complete easy to sew doll dress patterns with complete sewing instructions and special plastic doll stand packaged in a heat sealed cellophane envelope 1 dz 8 lbs—3 dz 19 lbs

"Now packed in triple strength cellophane to withstand vigorous handling by store traffic

[illegible] 11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig movable head, arms and legs, packaged in a heat sealed cellophane envelope. 2 dz 0 lbs.—4 dz 18 lbs

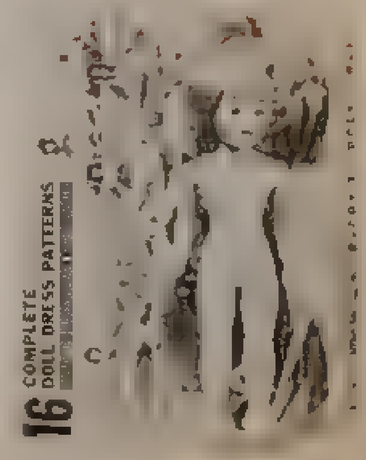
[illegible] Moving Eye Virgin Acetate ready to dress doll Genuine Mohair Wig movable head and arms packaged in a heat sealed cellophane envelope 3 dz 5 lbs [illegible] lbs

[illegible] Painted Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig movable head and arms, removable plastic pants & bra—assorted colors, individually packaged in acetate window box. 3 dz-8 lbs—12 dz-27 lbs

100-7 Moving Eye Virgin Acetate ready to dress doll Genuine Mohair Wig, movable head and arms, removable plastic pants & bra—assorted colors individually packaged in acetate window box 3 dz 8 lbs. 12 dz 27 lbs

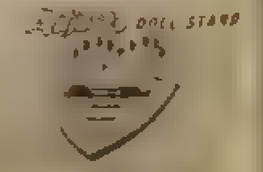
[illegible] Deluxe KR. 3 ready to dress 7½" dolls, Mohair Wigs, movable head and arms, 3 doll stands, 3 doll dress patterns with complete sewing instructions, lithographed picture of dolls of all notions, all packed in an Acetate Window Box. 1 dz-13 lbs 2 dz-25 lbs.

90—7½" One Moving Eye Virgin Acetate Doll Genuine Mohair Wig, movable head and arms, and 16 "easy to sew" doll dress patterns with complete sewing instructions plus a 16 page full color book showing costumes of all notions packed in a beautifully printed 4 color envelope showing 16 dolls on the face. Packaged in a heat sealed cellophane envelope. 3 dz 21 lbs

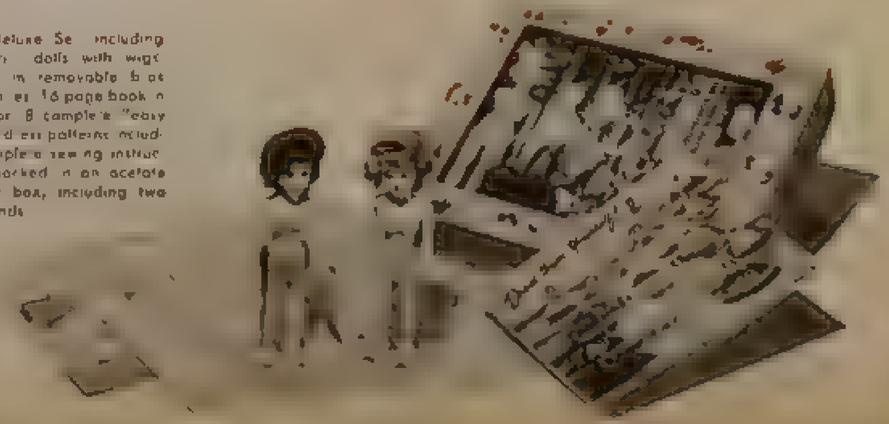


[illegible] 16 complete "easy to sew" doll dress patterns with complete sewing instructions plus a 16 page full color book showing costumes of all notions packed in a beautifully printed 4 color envelope showing 16 dolls on the face. 3 dz-16 lbs

25 Patented Adjustable Doll Stands in virgin plastic for 7 to 14 inch dolls, individually carded assorted 3 colors. 6 dz 4 lbs. 12 dz-7 lbs

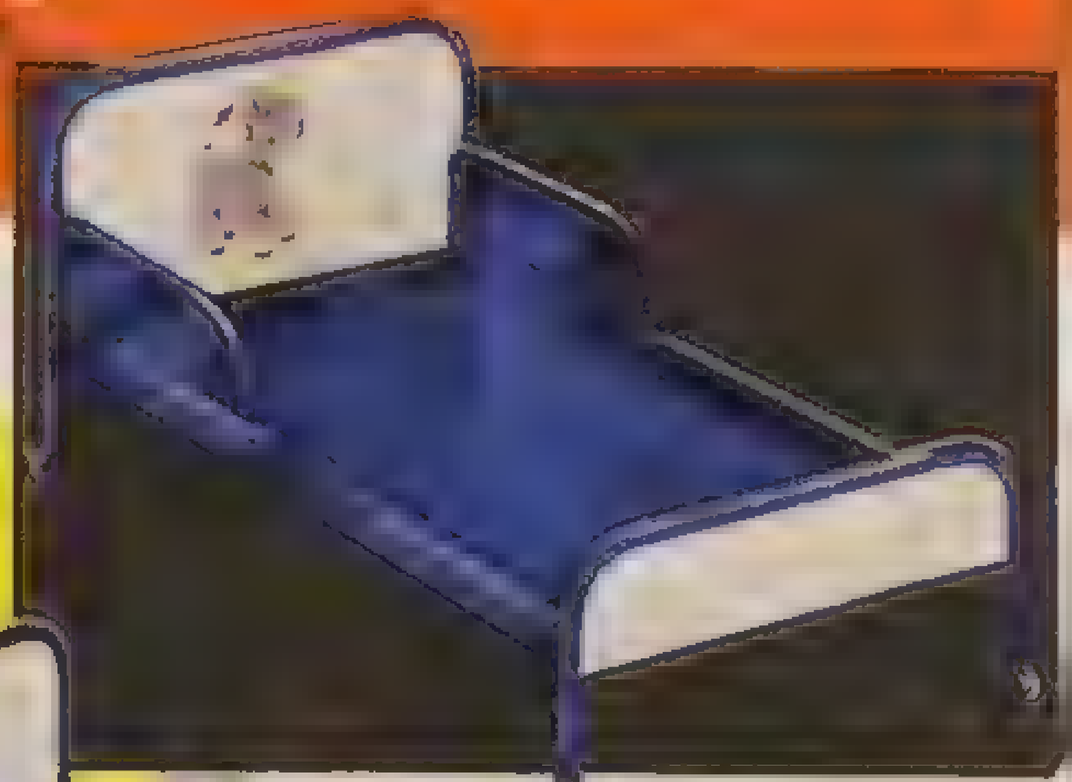


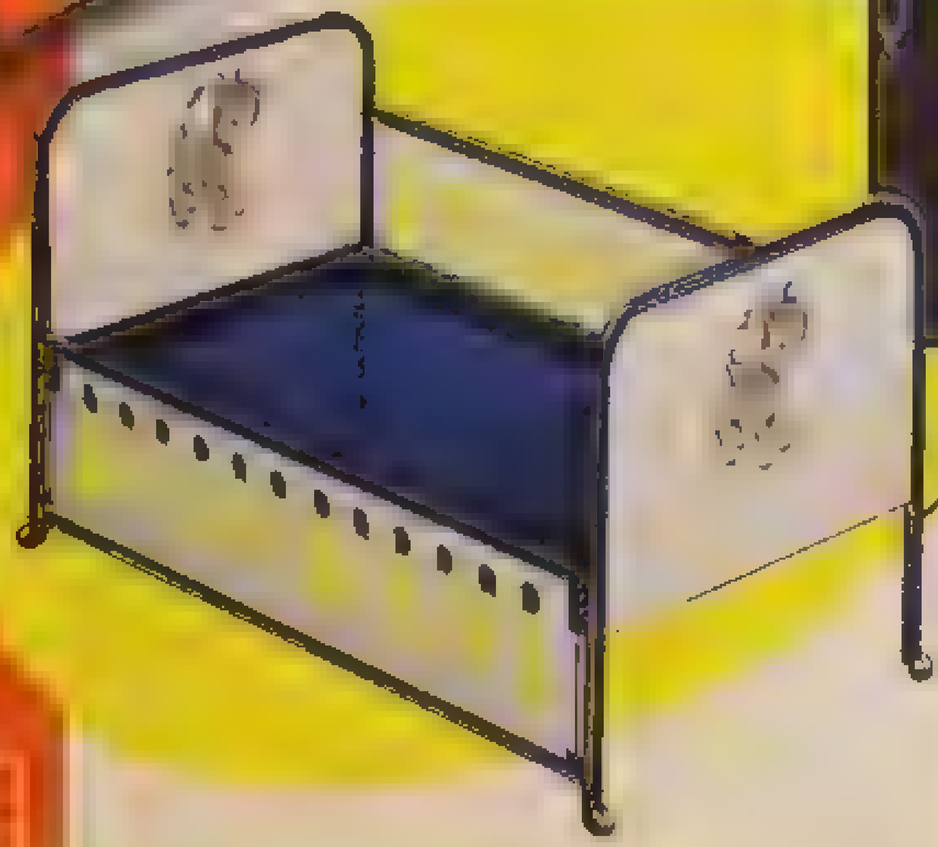
51—Deluxe Set including two 7½" dolls with wigs dressed in removable boy and pantie set, 16 page book in full color, 8 complete "easy to sew" dress patterns including complete sewing instructions packed in an acetate window box, including two doll stands



C. G. WOOD
COMPANY

MODERN MISS
MODERN BOY
Toys

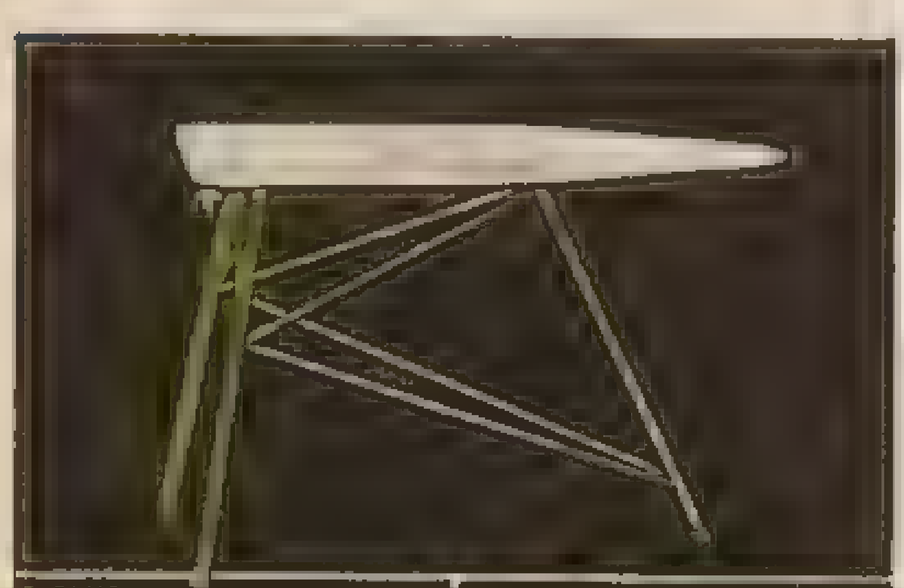




★ Newest additions...A complete line of Doll Beds and Drop-side Cribs to add to our extensive line of Modern Miss and Modern Boy Play Toys.

... From our wide selection of:

- Doll Beds and Cribs
- Table and Floor Model Pooltables
- Electric Irons, Washing Machines, Ironing Boards and Laundry Units



Sole Sales Representatives
HENRY KATZ INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10 N Y.

C. G. WOOD COMPANY BIXARD, PENNA.

TOO HOT TO HANDLE

but

SET TO GO OFF AT THE TOY FAIR

Automatic TOYS

TICK TICK TICK

WRITE FOR THIS CATALOG

MECHANICAL WONDERS THAT WILL STARTLE THE TOY WORLD..

Automatic TOY COMPANY

77 ALASKA STREET • STATEN ISLAND 10, N. Y.

Here are four good reasons for joining our list of customers

1. You will receive the benefits of our long experience in the manufacture of a wide variety of rubber parts for toys and wheel goods.

2. Our complete engineering services are prepared to assist you on problems of improved design and procurement of high quality rubber parts at competitive prices.

3. You will obtain the advantages of economical production made possible by our modern techniques and large-scale manufacturing facilities.

4. You will receive the personalized attention of our sales-service organization to assure complete and efficient cooperation on your rubber requirements.

THE OHIO RUBBER COMPANY

91 BEN HUR AVENUE • WILLOUGHBY, OHIO

Ask Your Competitor We Sell Him!

AIR KING TIRES *"Cushion-Ride"* Semi-Pneumatic

(Load Ratings up to 90 lbs.)

AIR KING" TIRES for wheel goods are made in all black and all-white, as illustrated, in a full range of standard sizes from 6"x1.50" to 20" x1.75"; 8"x2.00", and 10"x 2.00". (Other sizes to order.)

These full-cushioned tires are shock-absorbing, non-skid, wear-resistant and tested for the load ratings for which they are designed.

Among the important advantages of "AIR KING" TIRES are their high resistance to heat build-up; long flexing life; maximum strength and sustained flexing qualities under constant load conditions, accurate rim fit, and exceptional strength of splice.

Modern production techniques, rigid controls, and continuous tests for load, speed and wear make "AIR KINGS" the top-quality tires that help sell top-quality wheel goods.

NOTE: We are prepared to cooperate with you on wheel problems and to supply wheels through our trade to wheel manufacturers. However, we do not manufacture wood wheels or steel centers for AIR KING TIRES.

BLACK RUBBER HANDLE BAR GRIPS

This is a complete line of black rubber hand grips designed for use on bicycles, motorcycles, motorized outboard motors, fishing rods, lawn mowers, sleds, etc.

Styles include a Ball End, Throttle Type, Streamlined, Open End, and a Tooth Grip. The handle moves freely when rod is turned, covers the ends of handle bar sizes from ½" to 1".

"FLEX-GRIP" FLEXENE PLASTIC GRIPS

A different soft, pliable plastic handle bar grip. Made in popular sizes to fit most standard handle bars. Molded in colors as specified. Special colors made to order. A perfect fit.

FLEX-GRIPS are also available in wood insertion grips for use on steering wheels.

Rubber Tubing

Refer your specifications for extruded rubber tubing to The Ohio Rubber Company. All standard sizes are available for bumpers, handles, screens, etc. Protect toys from damage and prevent toys from marring furniture, etc. with rubber tubing.

Molded Wheels

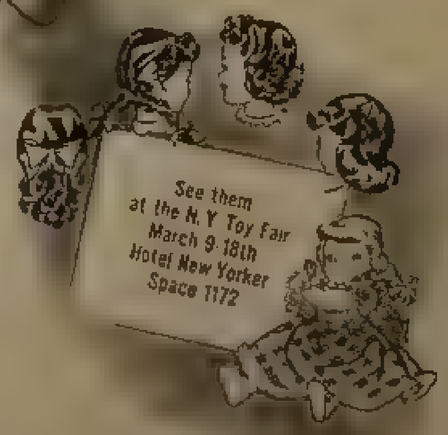
A wide variety of standard styles and sizes in molded wheels made of oil-resistant rubber, oil-resistant hard rubber, and of hard rubber center with soft rubber tread as specified. Special designs and sizes can be made to specifications.

Molded Tires

There is practically no limit to the variety of styles and sizes made by The Ohio Rubber Company to customers' specifications. A partial list of some styles and sizes is shown below.

Here's the Biggest Traffic Stopper in Toy History!

Dolls WITH SARAN HAIR



SARAN yarns

THE SARAN YARNS COMPANY
Odenton, Maryland

TOYS and NOVELTIES—March, 1953

1926 - COMPOSITION!!

1946 - PLASTIC!!!

1949 - VINYL!!!!

and now

1953 - WALKING DOLLS!!

• SPECIALIZING SINCE 1926 IN THE MANUFACTURE OF

DOLLS • DOLL PARTS •
ANIMALS • NOVELTIES

FOR PRICES, SAMPLES AND OTHER INFORMATION

FIBEROID DOLL PRODUCTS CORP.

605 EAST 132nd STREET

NEW YORK 54, N. Y. CYPRESS 2-5548

PLAYROOM PALS

For year-around profits, push Doughboy's

PROMOTION-WISE ...ch word in these famous name... able. They're backed by the hardest hitting advertising and ... programs in the business. BOBO is featured ... and LIFE, SATURDAY EVENING POST, and PARENTS. First ad appearing in November and December ... promise many issues of Christmas shopper...

On Doughboy make ... BORED PLAYED ... by the exclusive patented Stronger Seam ... of customer satisfaction. Doughboy leads the ... in product promotion and pro... It pays to follow the leader!

DOUGHBOY INDUSTRIES, INC., NEW RICHMOND, WISCONSIN

DOUGHBOY SALES REPRESENTATIVES

New York, N Y — ...
Atlanta, Ga — ...
Chicago, Ill ...
Denver, Colo — ...
Dallas, Texas — ...
Minneapolis, Minn — ...
Seattle, Wash — ...
Los Angeles, Calif ...

Doughboy

Visit Our TOY FAIR Exhibit, Rooms 729 and 738, Parlor C, New Yorker Hotel

NEW! 12ft. FAMILY POOL by DOUGHBOY

Doughboy

DOUGHBOY INDUSTRIES

No. 491 S100

FAMILY WADING POOL

Duchess *the First Name*

BRINGS YOU ITS FINEST

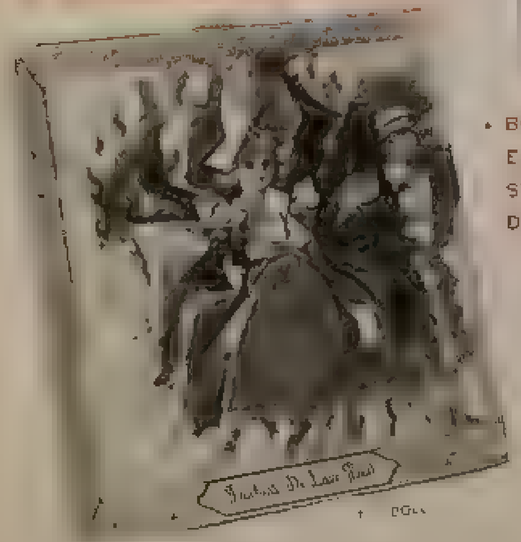
in the Miniature Doll Field

LINE EVER FOR 1953

NEW!

Duchess DeLuxe Series

IN EXCLUSIVE PICTURE FRAME BOX



- MAY BE HUNG ON THE WALL THE SAME AS A PICTURE

- BUILT N-EASEL ENABLES YOU TO STAND IT ON A DISPLAY COUNTER

RETAIL PRICE

1.98

EACH DUCHESS DOLL IN THE DE LUXE SERIES IS BOXED IN AN ADDITIONAL CARDBOARD CONTAINER TO INSURE SAFETY IN SHIPPING

- MOVING EYES
- MOVING ARMS
- MOVING HEAD
- REAL FELINE HAIR

HERE IS YOUR BEST BUY IN THE DOLL FIELD!

AND IT'S A Duchess EXCLUSIVE

Duchess Doll Corp. has long been a leader in the miniature Doll field in bringing to the trade original and fast-selling merchandise. Here is another New and revolutionary development by Duchess and exclusive with Duchess.

This New Duchess De Luxe Series brings to you the same incomparable Duchess Doll packaged in a real Picture Frame Box. The Picture Frame enables you to hang the Duchess Doll on the wall and also to stand it on a display counter by means of the built-in easel while the square acetate box displays the Duchess Doll completely and at the same time protects the Doll from dust.

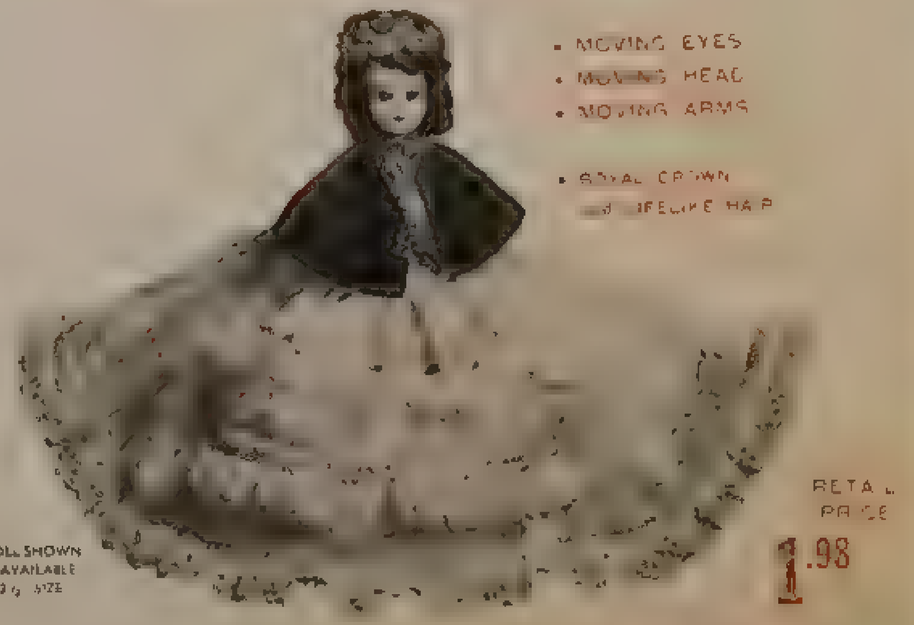
A REAL MERCHANDISING GEM

SEND YOUR ORDER IN NOW AND INSURE EARLY DELIVERY

Duchess Doll Corp.

CORONATION DOLL

EXACT REPLICA OF THE QUEEN OF ENGLAND



- MOVING EYES
- MOVING HEAD
- MOVING ARMS
- ROYAL CROWN
- LIFELIKE HAIR

7½" DOLL SHOWN ALSO AVAILABLE IN 12½" SIZE

RETAIL PRICE

1.98

This Exquisite Doll MEANS PROFIT FOR YOU!

Tie in your Sales with the tremendous publicity and interest in the forthcoming Coronation of the new Queen of England. This Duchess Coronation Doll has movable eyes, head and arms. She is dressed regally with a white-on-white satin dress decorated with lace and gold trim. Her head is adorned with a crown of gold and on her shoulders is a cape of red velveteen.

SEND YOUR ORDER IN EARLY AND TAKE ADVANTAGE OF THIS TIMELY PROMOTION

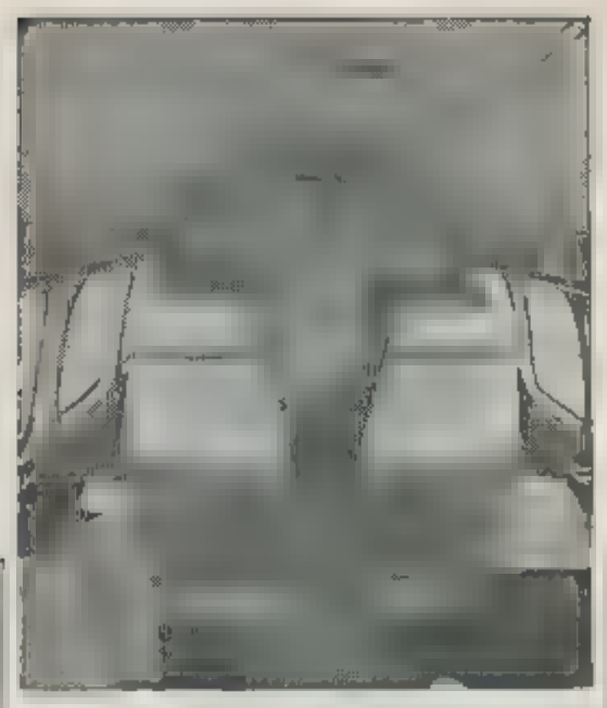
N. Y. SHOWROOM

200 FIFTH AVENUE • ROOM 305

86-27 Roosevelt Ave. Jackson Heights, L. I., N. Y.

The DOVE

For the executive —
an airliner in miniature



Standard de luxe arrangement seats four in luxury, with two other occasional seats. Folding full-width table.

Facing pairs of adjustable armchairs are quickly convertible into softly upholstered couches.

Elegance with efficiency and economy

In extensive service in U.S.A. and 40 other countries. Range 1,500 statute miles at economical cruising speed, making 1,000-mile stages a practical operation.

Fifth and sixth seats for occasional use are located forward.

DE HAVILLAND

OF HATFIELD, ENGLAND

Builders of the Comet, the world's first jet airliner

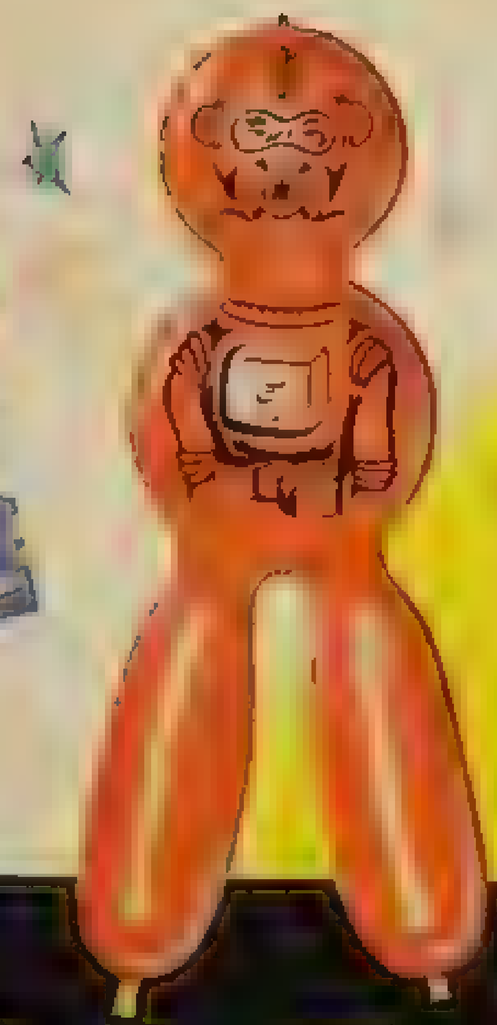
Factories in England, North America and Australasia.

Distributing and servicing organisation throughout the free world

Factory-scale overhaul, servicing and spare parts facilities are available in U.S.A. for the Dove airframe, engine and propellers.

de Havilland representative in U.S.A.,
Linden Airport, New Jersey
Telephone : Linden 3-3530
Telegrams : Havilland, Linden, N.J.

NO 139
FLYING SPACE MAN

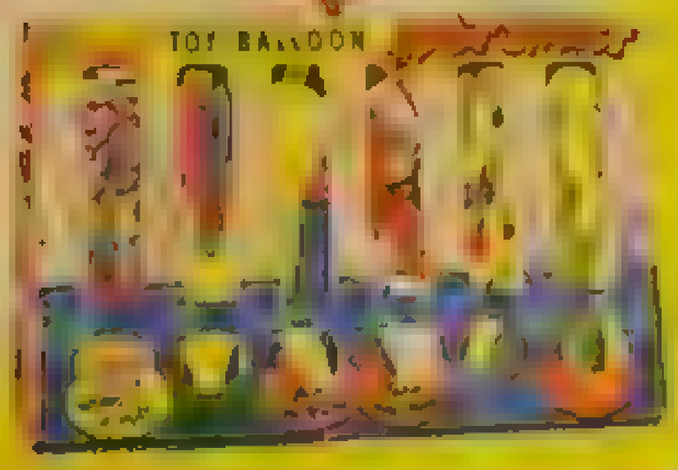


NO. 817/1-1
SPACE MAN

EAGLE
America's Finest
Balloons
EAGLE RUBBER CO. INC. • ASHLAND, OHIO

NO 9P/11
SPACE SCOUT

TAKE A BALLOON HOME



NO 1
BALLOON AUTOMAT

NO 1022/11
ROCKET CRUISER

NO 41 12
SPACE SHIP

NO 1
SPACE CARD

NO 109
DOUBLE CARD
PACKAGED ASSORTMENT

DISNEY CHARACTER
PLAYBALLS
GAS INFLATED

NO 261-20 2¾
TRICK BASEBALL
GAS INFLATED

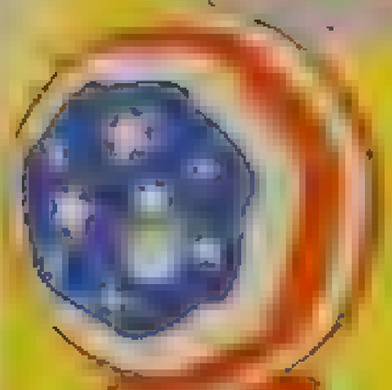
NO 240 18 2⁹/₁₆
PRACTICE
TENNIS BALL
GAS INFLATED

NO 271 26 2⅜
CHAMPION
BASEBALL
GAS INFLATED

NO 5043 5
PETER PAN
PLAYBALL
W & P

DAY GLO
PLAYBALLS

NO 300 14 3
STAR DESIGN
CELLO WRAPPED



STARS
AND
STRIPES

BLOCK
DESIGN

NO 400 30 4
NO 500-30 5
HOWDY DOODY PLAYBALLS
Rag on Dip

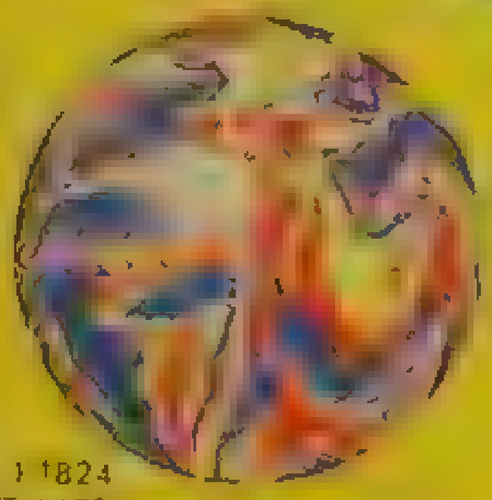
FOUR COLOR
DECORATED
PLAYBALLS

JET PLANE
DESIGN

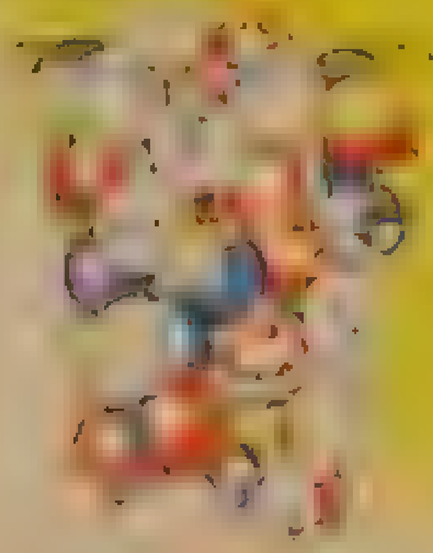
NO 891
JR ALL AMERICAN
SPORTS KIT

NO 892
ALL AMERICAN
SPORTS KIT

EAGLE
America's Finest
Play Balls
EAGLE RUBBER CO. INC.
ASHLAND, OHIO



NO 1 1824
GIANT LATEX
PLAYBALL



NO. 359 WIRE BASKET
PLAYBALL ASSORTMENT

NO 359 WIRE RACK
PLAYBALL ASSORTMENT

NO 059
SPONGE PLAYBALL
ASSORTMENT

NO 056
SPONGE PLAYBALL
ASSORTMENT

Eagle
BALLOONS ON NEXT PAGE

NO. 139
FLYING SPACE MAN

NO. 817/1-1
SPACE MAN

EAGLE

America's Finest

Balloons

EAGLE RUBBER CO. INC. • ASHLAND, OHIO

NO 9P/11
SPACE SCOUT

TAKE A BALLOON HOME

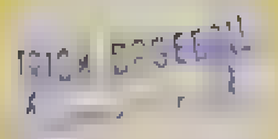
NO 11
BALLOON AUTOMAT

NO 134
SPACE CARD

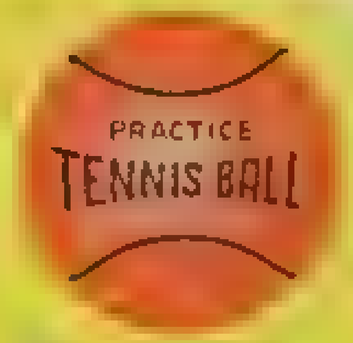
NO 1022/11
ROCKET CRUISER

NO. 109
DOUBLE CARD
PACKAGED ASSORTMENT

DISNEY CHARACTER
PLAYBALLS
GAS INFLATED



NO 261 20 2¾
TRICK BASEBALL
GAS INFLATED



NO 240 18 2⁹/₁₆
PRACTICE
TENNIS BALL
GAS INFLATED

NO 271 26 2⅞
CHAMPION
BASEBALL
GAS INFLATED

NO 5043 5
PETER PAN
PLAYBALL
W D P

DAY GLO
PLAYBALLS

FOUR COLOR
DECORATED
PLAYBALLS

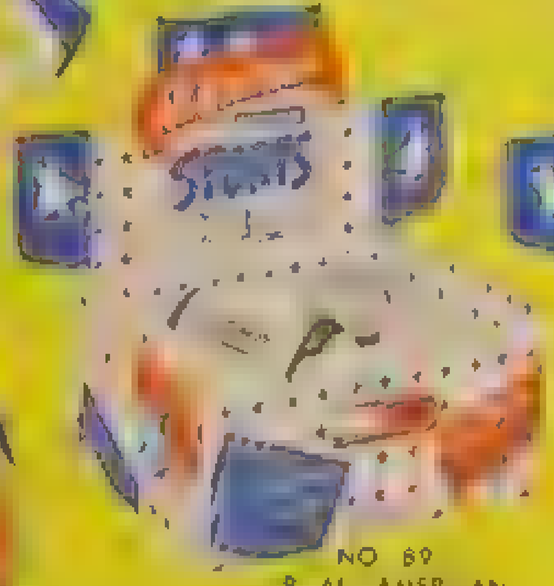
BLOCK
DESIGN

NO 400-30 4
NO 500-30 5
HOWDY DOODY PLAYBALLS
Rag on Strip

JET PLANE
DESIGN

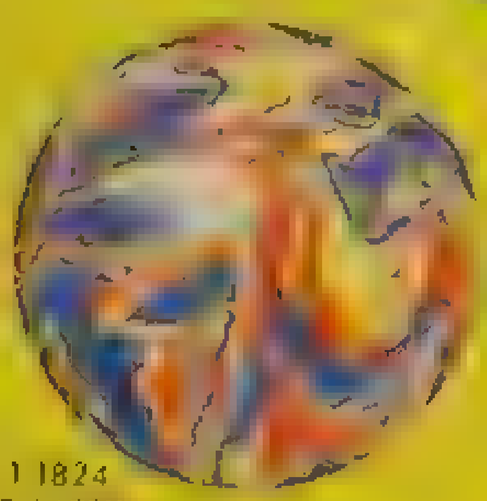
NO 300 14 3
STAR DESIGN
CELLO WRAPPED

STARS
AND
STRIPES



NO 69
JR ALL AMERICAN
SPORTS KIT

NO 892
ALL AMERICAN
SPORTS KIT

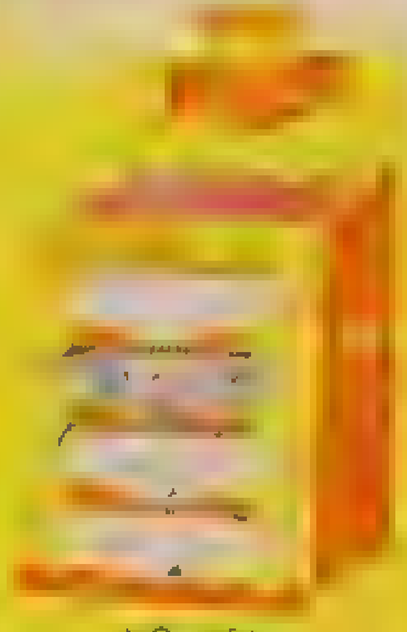


NO 11824
GIANT LATEX
PLAYBALL

NO. 359 WIRE BASKET
PLAYBALL ASSORTMENT

NO 54 WIRE RACK
PLAYBALL ASSORTMENT

NO 55
SPONGE PLAYBALL
ASSORTMENT



NO 54
SPONGE PLAYBALL
ASSORTMENT

EAGLE
America's Finest
Play Balls

EAGLE RUBBER CO. INC.
ASHLAND, OHIO

Eagle
BALLOONS ON NEXT PAGE

Hi-Yo Silver!

The LONE RANGER

21st in his 21st year of Top Popularity

RADIO — Highest multi-weekly evening rating in its field. Heard 3 times weekly on 219 ABC stations by 12,000,000 Lone Ranger followers

TV — Highest weekly rating for Westerns. Now viewed on 50 television stations by a nationwide audience in excess of 5,000,000

NEWSPAPERS — Comic strip appears in over 300 daily and Sunday newspapers.

COMIC BOOKS — Lone Ranger, Tonto and Hi-Yo Silver titles sell upwards of 2,000,000 monthly

BOOKS — 18 Lone Ranger Books published and sold to your market.

RECORDS — Series of 6 Lone Ranger Story Records by Decca. Constantly among the top 15 Best Selling Children's Records.

The most sustained success in the Western field—The Lone Ranger—with his faithful companion Tonto, and his great horse Silver, have even greater plans for '53! For full details of this tremendous new promotion write

TRENDLE-CAMPBELL-INEURER, INC.
28 WEST ADAMS AVENUE
DETROIT 26, MICH.

Also producers of: SERGEANT PRESTON OF THE YUKON • THE GREEN HORNET • THE AMERICAN AGENT

for

first in our planning...

THE MAN IN THE COCKPIT!

Since Korea multiplied an already heavy demand on our services, we at Eclipse-Pioneer have gone all-out to meet the new challenge. Besides greatly enlarging our own facilities, we've created a network of 23 complete unit sub-contractors and over 2300 first tier parts sub-contractors to help us deliver the goods. As a result, Eclipse-Pioneer production now stands at a record 514% of its pre-Korea level. But in all the acceleration of our plans . . . in all the haste to catch up with demand . . . we've never lost sight of one all-important fact. Our *first* responsibility is to the man on the spot—the man whose efficiency and, indeed, whose life depend so largely on the precision operation of our instruments and accessories. Because we cannot compromise quality with the pilot, our responsibility goes far beyond just multiplying manpower, equipment and facilities. In other words, our timetable for growth must *always* be based on the maximum that can be accomplished *without sacrifice in the high quality of our precision products!*

Eclipse-Pioneer

TETERBORO, NEW JERSEY • DIVISION OF Bendix AVIATION CORPORATION

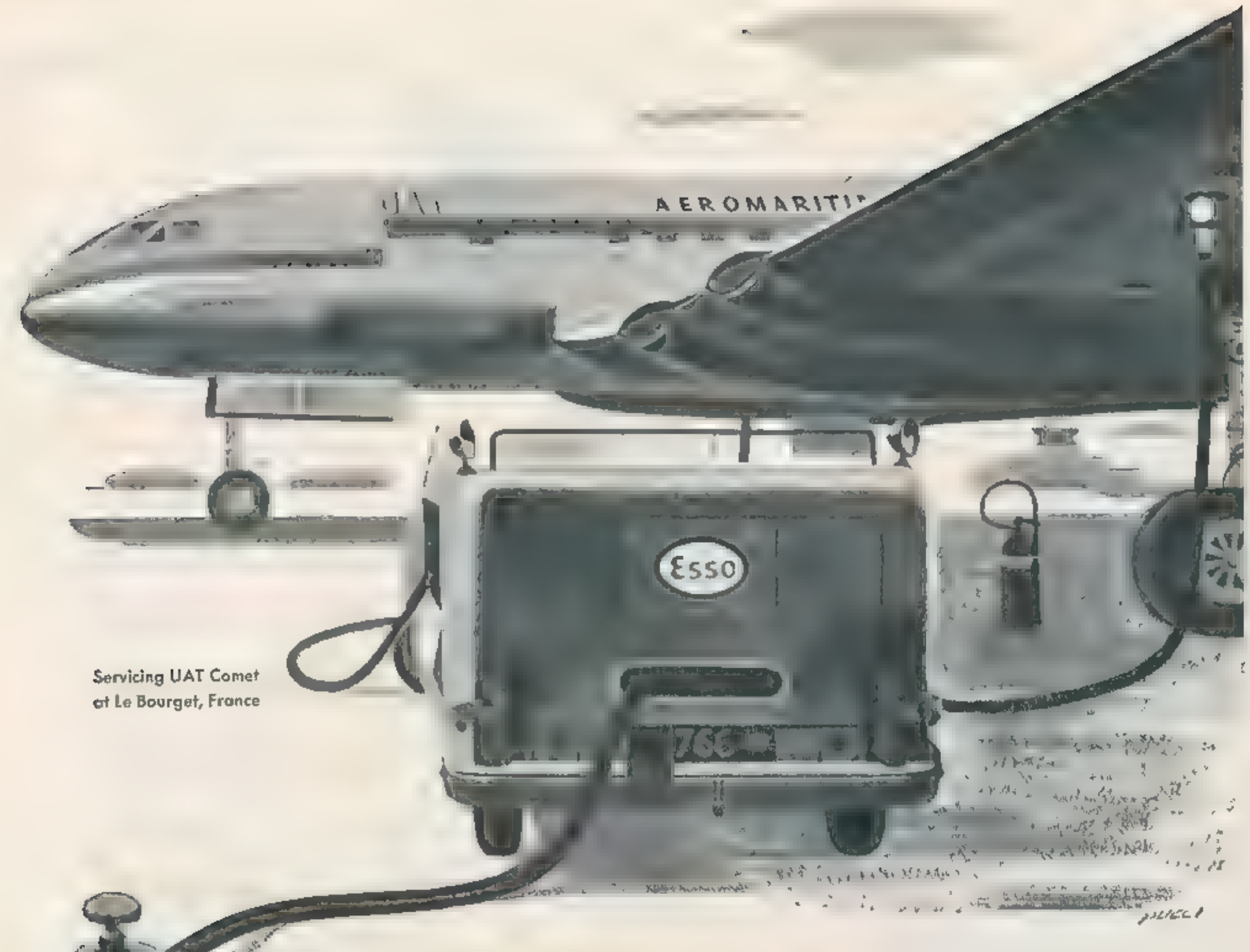
WORLD'S LARGEST PRODUCER OF AVIATION INSTRUMENTS AND ACCESSORIES

Export Sales Bendix International Division
72 Fifth Avenue, New York 11, N Y

PRECISION PRODUCTS* MADE BY ECLIPSE-PIONEER

Automatic Pilot and Flight Path Control Equipment • Airplane and Engine Instruments • Flight and Navigation Instruments • Power Supply Equipment • Air Pressurization and Ice Elimination Equipment • Engine Starting Equipment • Oxygen Equipment • Precision Components for Servomechanism and Computing Equipment • Sand, Permanent Mold and Die Castings of Magnesium and Aluminum • Plaster Mold Castings

*Manufacturing capacity is now available for a great many models of these products.



Faster Service for the JET TRANSPORT ERA!

The Hydrant Refueling System, pioneered and developed by Esso, is the answer to the safe and speedy refueling demands of modern air carriers.

In the past, one refueling truck with a capacity of up to 4,000 U.S. gallons could service most aircraft completely. Today, due to the expansion of commercial aviation, and to the increased fuel capacities of large trans-oceanic planes — especially jet transports like the de Havilland Comet — refueling with conventional mobile units is gradually being replaced by Esso Hydrant Refueling Systems at many major international airports.

By eliminating the need for several trucks to complete a single refueling operation, the Hydrant Refueling System automatically lessens traffic congestion at airport terminals. Furthermore, it has the great advantage of combining speedy servicing with *maximum safety* thus insuring rapid turn-around at all times, to all aircraft.

Just one more reason why:

of all the World's International Airlines
8 out of 10 use

ESSO

AVIATION PRODUCTS

1953 *The Golden Anniversary Year of Powered Flight*

ESSO Experience in Aviation Began with the Wright Brothers in ***1903***

Single button-down strap stretches firmly across instep with two button holes to adjust shoe to foot.

Fairyland

DOLL'S SHOES

to TRY 'em is to BUY 'em!

- they're WASHABLE!
- they're FLEXIBLE!
- they're STAIN-RESISTANT!
- they're DURABLE!
- they're NON-TOXIC!
- they're SCUFF-RESISTANT!
- they're perfect gifts or party favors!

Expertly molded of finest Vinylite plastic, FAIRYLAND DOLL's Shoes fit any doll's foot easily and snugly...guarantee a sure sale and a satisfied customer every time!

Doll's shoes will hit a new record volume in 1953! Get YOUR SHARE—and more—by featuring FAIRYLAND Doll's Shoes!

Pink, Blue or White — Sizes 00 to 5 —
To Fit Any Doll from 12" to 25"

00	12-13"	2	18-19"
0	14-15"	3	20-21"
1	16-17"	4	22-23"
		5	24-25"

For shipping, packing, prices — phone or write us TODAY!

at the TOY FAIR
Room 815
HOTEL NEW YORKER

Fairyland TOY PRODUCTS, INC

a subsidiary of

PROGRESSIVE DOLL ACCESSORIES CORP.

200 FIFTH AVENUE • NEW YORK 10, N.Y.

351

HERE'S THE DOLL THAT WILL WALK THRU THE PAGES OF

A BEST SELLER IN '52 — NOW AN EVEN BETTER VALUE IN '53

Susan Stroller was a sellout last year. Store after store reported that feature-for-feature Susan Stroller was equal to dolls selling for much more. Now Eegee brings you the New Susan Stroller with added features like finest quality Saran hair, new styling, all at NO INCREASE IN PRICE. Yes, if you're looking for a walking doll leader for '53, see Susan Stroller.

BIG ADVERTISING CAMPAIGN FOR SUSAN STROLLER

Susan Stroller will be backed by large ads in National Magazines that will be seen by over 75,000,000 readers in 1953. See her at the Toy Fair and you'll understand why buyers from coast to coast are planning to make Susan Stroller their number one doll promotion in '53.

DURING TOY FAIR WEEK
SEE THE BIG EEGEE LINE

One of the most extensive doll lines in the United States

- 30 inch ALL LATEX VINYL HEAD DOLLS
- new combed ROOTED "WOND-R-HAIR" DOLLS
- MERRY STROLLER — new TEEN AGE WALKING DOLL

HOTEL NEW YORKER,
Room 850 — SIG FREY

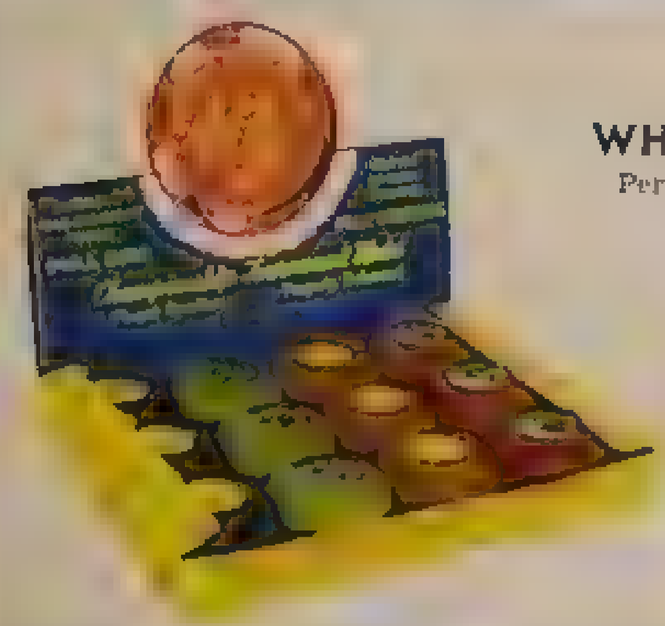
McALPIN HOTEL,
Room 675-765 — BEN HELLER

N. Y. SHOW ROOM
1107 Broadway, EDDIE ROSE

GOLDBERGER DOLL MFG CO., INC.

[redacted]

"YEAR ROUND TOYS"



FAMOUS WHIRL-KING RETURN TOPS

Perfectly Balanced for Easy Pl[illegible]
Carefully Inspected for Q[illegible]

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type W[illegible] D[illegible]
All Known Pl[illegible] Tr[illegible]

FLI-BACK RETURN TOPS

Perfectly Balanced
Carefully Inspected

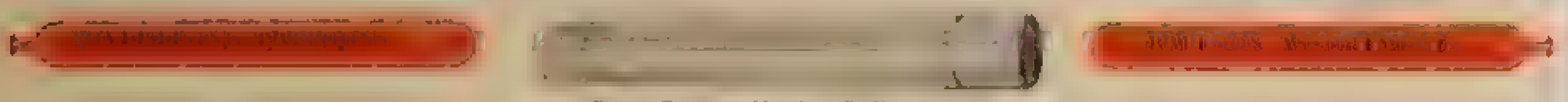
CHAMPION SPINNING TOPS

Each Box Cont[illegible]ns On[illegible]
Top and One Heavy
Grade Playing String
With Button

CHAMPION SPINNING TOPS

P[illegible]rfect, Balanced for Easy Spinning
Assorted Bright Colors

ALL RETURN TOPS, SPINNING TOPS, AND BALLOONS ALSO PACKED IN ATTRACTIVE DISPLAY BOXES — SPINNING TOP AND RETURN TOP
PRICES INCLUDE STRINGS — NOTHING EXTRA TO BUY



Every B[illegible]y Needs a Balloon Stick

RAINBOW BRAND BALLOONS — FINE QUALITY PURE LATEX — FACTORY FRESH

OUR BALLOONS ARE EASY TO INFLATE—CLEAN—SANITARY—EXTRA GOOD WEIGHT

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

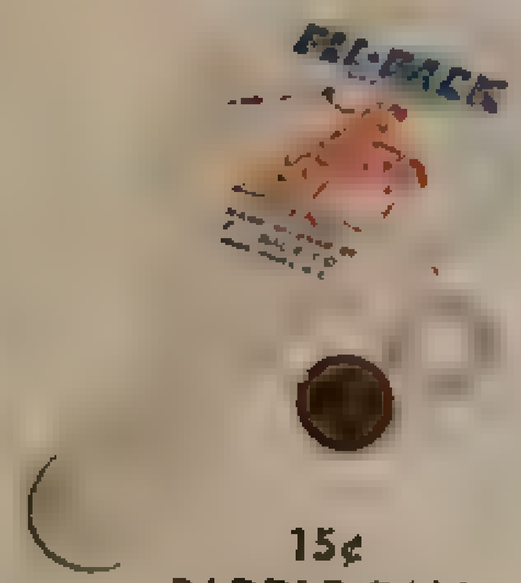
There Never Has Been Any Substitute For Quality

"YEAR ROUND TOYS"

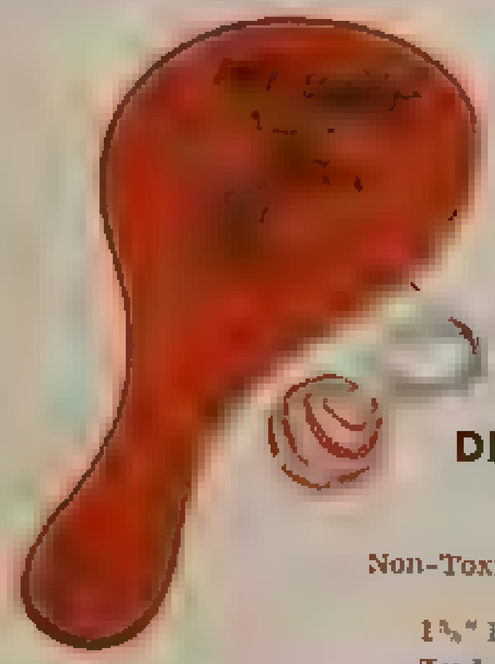
You Are Invited To Visit Our Beautiful Display
During March 1953 Toy Fair.
Rooms 907-8-11 New Yorker Hotel.

WONDERFUL PLAY VALUE

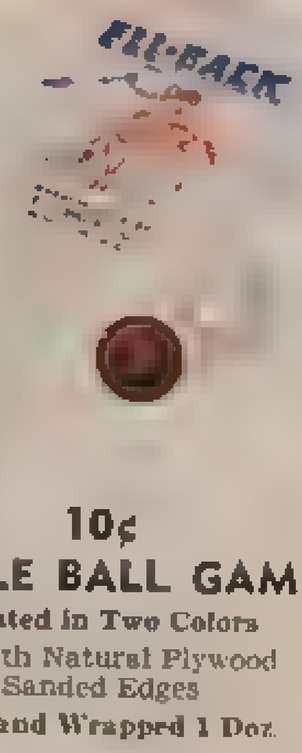
FAMOUS FLI-BACK PADDLE BALL GAMES



15¢ PADDLE BALL GAMES
Printed in Two Colors
White Smooth Plywood
Sanded Edges
Tied and Wrapped 1 Doz.



25¢ DELUXE BALL GAMES
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1¾" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.



10¢ PADDLE BALL GAMES
Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

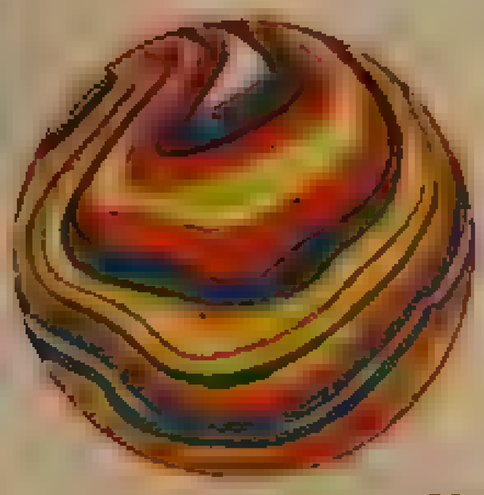
TWIN RETURN BALLS
Size 1¾"—In Cello. Window Box
Red Gloss and Rainbow

SPONGE RETURN BALLS
ALL SIZES
Plain Red—Red Gloss—Rainbow
Each Ball Individually Wrapped
In Cellophane

Sponge Play Balls from 1¾" up and All Sponge Return Balls Packed in Beautiful Three-Color Display Boxes

ALL SPONGE BALLS MADE OF FINE QUALITY RUBBER — HIGH BOUNCING

Our Sponge Ball Finishes Are All Non-Toxic



SPONGE PLAY BALLS
All Sizes
Rainbow Red Gloss Plain Red Two Color
Packed Solid Colors or Assorted in Beautiful
Three Color Display Box

SPONGE BASEBALLS
Sizes 1", 1-2", 2", 2-2", 3", 3-2", 4"
Printed With Baseball Stitch
And Name

Red Gloss, Rainbow Gloss Finishes Are Also Rubber—Will Not Crack Or Retard Bounce

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

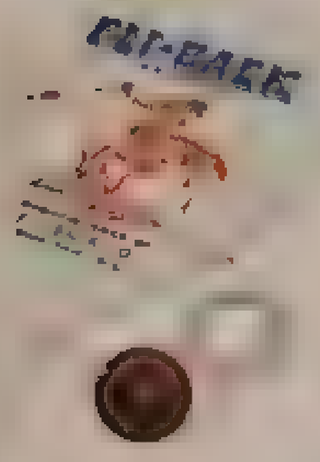
Attractive Counter Display Boxes Sell Toys Faster

"YEAR ROUND TOYS"

You Are Invited To Visit Our Showroom Display
During March 1953 Toy Fair.
Rooms 907-8-11 New Yorker Hotel.

WONDERFUL PLAY VALUE

FAMOUS FLI-BACK PADDLE BALL GAMES



15¢
PADDLE BALL GAMES
Printed in Two Colors
White Smooth Plywood
Sanded Edges
Tied and Wrapped 1 Doz

25¢
DELUXE BALL GAMES
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅜" Rainbow Sponge Ball
Tied and Wrapped ½ Doz

10¢
PADDLE BALL GAMES
Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz

TWIN RETURN BALLS
Size 1⅜"—In Cello Window Box
Red Gloss and Rainbow

SPONGE RETURN BALLS
ALL SIZES
Plain Red—Red Gloss—Rainbow
Each Ball Individually Wrapped
In Cellophane

Sponge Play Balls from 1¾" up and All Sponge Return Balls Packed in Beautiful Three-Color Display Boxes

ALL SPONGE BALLS MADE OF FINE QUALITY RUBBER — HIGH BOUNCING

Our Sponge Ball Finishes Are All Non-Toxic

SPONGE PLAY BALLS
All Sizes
Rainbow—Red Gloss—Plain Red—Two Color
Packed Solid Colors or Assorted in Beautiful
Three Color Display Box

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½ - 2¾
Printed With Baseball Stitch
and Name

Red Gloss, Rainbow Gloss Finishes Are Also Rubber—Will Not Crack Or Retard Bounce

THE FLI-BACK SALES CORPORATION
HIGH POINT, NORTH CAROLINA

Attractive Counter Display Boxes Sell Toys Faster

"YEAR ROUND TOYS"

FAMOUS WHIRL-KING RETURN TOPS

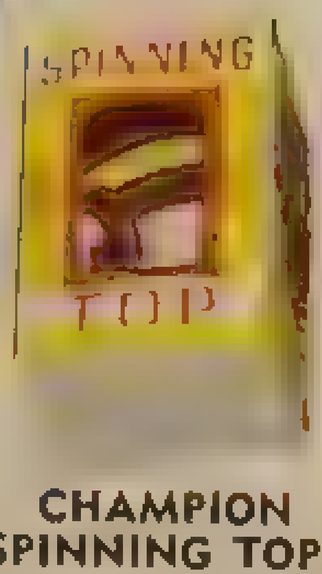
Perfectly Balanced for Easy Playing and Carefully Inspected for Quality

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type — Will Do All Known Playing Tricks

FLI-BACK RETURN TOPS

Perfectly Balanced
Carefully Inspected



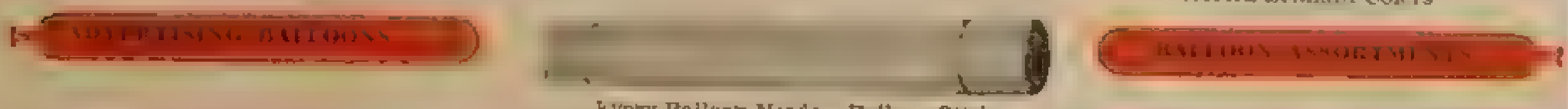
CHAMPION SPINNING TOPS

Each Box Contains One Top and One Heavy Gauge Playing String With Button

CHAMPION SPINNING TOPS

Perfectly Balanced for Easy Spinning
Assorted Brilliant Colors

ALL RETURN TOPS SPINNING TOPS AND BALLOONS ALSO PACKED IN ATTRACTIVE DISPLAY BOXES — SPINNING TOP AND RETURN TOP PRICES INCLUDE STRINGS — NOTHING EXTRA TO BUY



Every Balloon Needs a Balloon Stick

RAINBOW BRAND BALLOONS — FINE QUALITY PURE LATEX — FACTORY FRESH

OUR BALLOONS ARE EASY TO INFLATE—CLEAN—SANITARY—EXTRA GOOD WEIGHT

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

There Never Has Been Any Substitute For Quality

CRYSTAL BALL

. . . because it's

CRYSTAL CLEAR

why so many dealers visit the

CRYSTAL ROOM

Hotel McAlpin, First Mezzanine at the Toy Fair

. . . to see the leading line of

VELOCIPEDES SIDEWALK BIKES DOLL CARRIAGES

by

Hedstrom

HEDSTROM UNION CO., Fitchburg, Mass., Dothan, Ala.

[redacted]

Bells Bells Bells

In various assortments of sizes, bags and bears, attractively designed to sell themselves

An Attractive, Profit Proposition

Our Bells are offered in a line of colorful, packaged assortments that have been proved fast moving, profit making items. Write TODAY for full details.

THE BALL & SOCKET MFG. CO., Inc

Makers of Quality Products for over 100 Years

NEW YORK OFFICE
10 W. 32nd ST.
NEW YORK 1, N. Y.

BALSO

FACTORY
WEST CHESHIRE
CONN.

BELL DIVISION

FAMOUS

Parker Games

THE MOST FAMOUS AND LARGEST SELLING GAMES IN THE WORLD

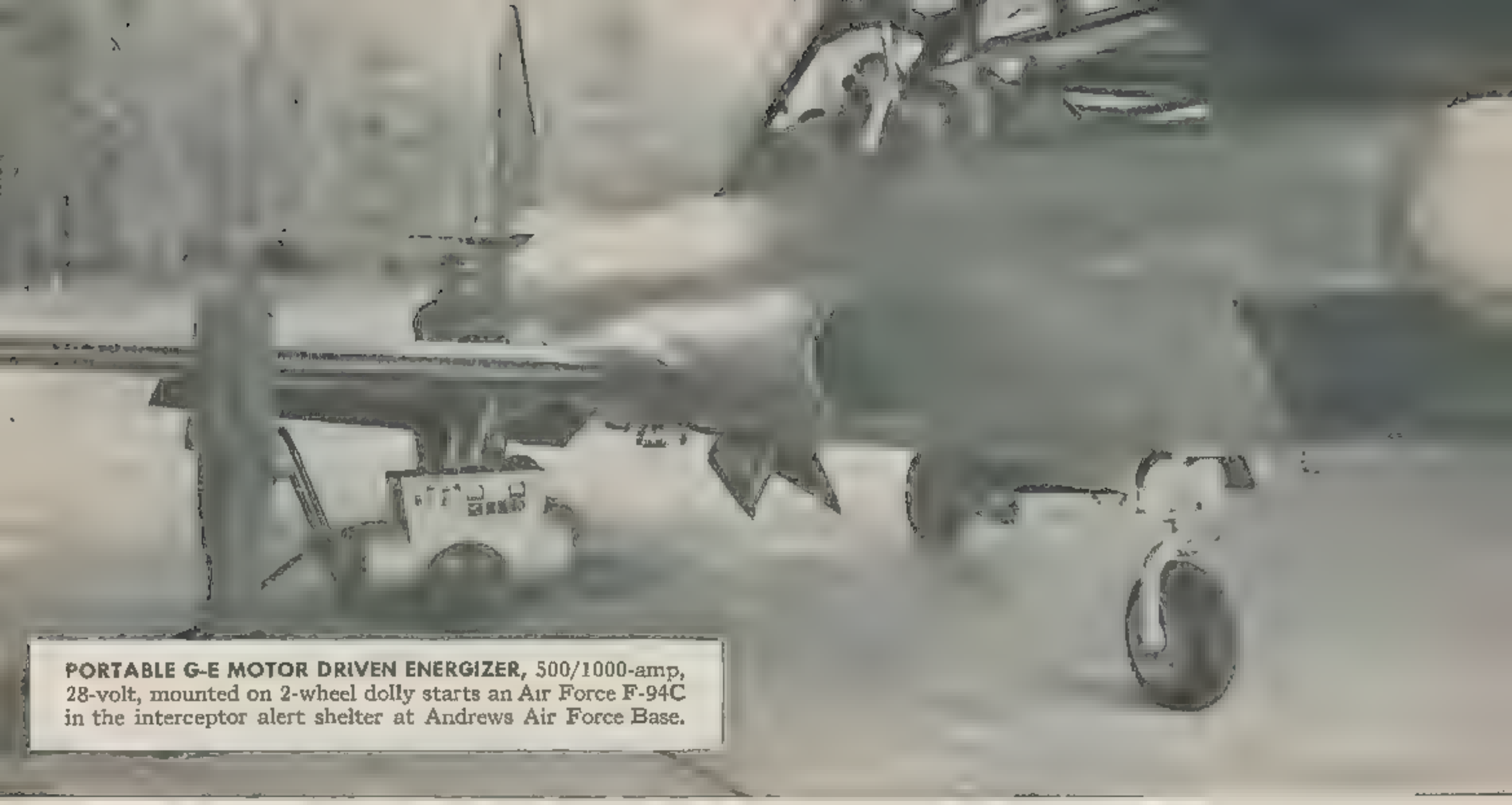
You can't help winning, when you play up

SEVEN NEW PARKER GAMES!

1. KEYWORD The best of [illegible] word game ... $1.00
2. LEARN TO READ Tiny tots learn by playing ... $1.00
3. SPACE. A race for treasure! $2.00
4. JOLLY JINGLES NUMBER CARDS. Keeps [illegible] ... $1.00
5. MICKEY MOUSE GAME BOX. Two [illegible] ... $1.00
6. WHIRLPOOL FISHING GAME. A [illegible] ... $1.00
7. MAGIC COLOR PICTURES. Colorin[illegible] without paint, water or crayon ... $1.00

Parker Brothers, Inc. SALEM, MASSACHUSETTS

200 FIFTH AVE., NEW YORK 10 — MERCHANDISE MARTS, CHICAGO AND SAN FRANCISCO



PORTABLE G-E MOTOR DRIVEN ENERGIZER, 500/1000-amp, 28-volt, mounted on 2-wheel dolly starts an Air Force F-94C in the interceptor alert shelter at Andrews Air Force Base.

Engineered for both jet and reciprocating engines . . .

G-E Aircraft Energizers

Help Put America in the Air

VERSATILE GROUND POWER supplied by G-E Aircraft Energizers meets every requirement for servicing and starting all types of aircraft.

READILY ADAPTED to stationary installations or mobile use, G E Ground Power Supply Units provide:

1. Fast, "every-time" starting for jet or reciprocating engines.
2. Ground checking and testing of instruments from flight ramp or pit installations.
3. Auxiliary power supply for shop and hangar repair areas.
4. Aircraft factory production testing for any type of aircraft electrical equipment.

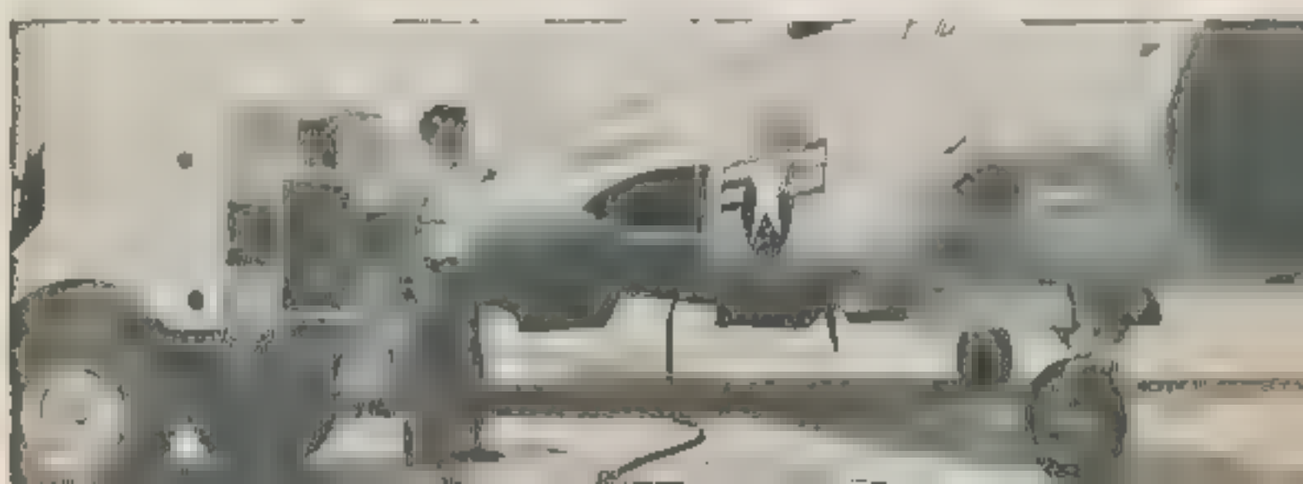
FOR COMPLETE INFORMATION, contact your nearest G-E Apparatus Sales Office or write for Bulletins GEA-5589, 5988, 5989, 5990. General Electric Co., Section 765-1, Schenectady 5, N. Y.

Let G.E. Help Solve Your
Ground Power Supply Problems

GENERAL ELECTRIC

Engine Driven G-E Energizer, 28-volt, 500/1000-amp (above)
G-E Frequency Changer Energizer, 400-cycle (below)

Navy type NC-5 Energizer manufactured by O. E Szekely and Assoc., Inc. Phila., Pa., and equipped with G-E AC and DC generators and control (below)



IT'S AEROPROPS— FOR TURBOPROPS!

Powerful Allison Team Used in all Four U. S. Turbine-Propeller Planes

Turbine-driven propellers solve many urgent needs for truly high performing aircraft. They provide the answer to the desired combination of heavy payload, higher speed and longer range. Yet turbine engines, plus propellers, permit take-off and landing from shorter runways.

Out in front and pioneering to prove the place of turboprops in today's *and tomorrow's* aviation spectrum are three U.S. Navy aircraft powered with six-bladed contra-rotation Aeroprops and Allison T40 twin turboprop engines.

Serving with all three is America's only commercial-type turbine transport—the Allison Turboliner. Equipped with Aeroprop four-bladed propellers and Allison turboprop engines, it is General Motors' contribution to the proof-testing of turbines and propellers in a broad band of military and commercial aircraft applications.

GM GENERAL MOTORS

Building for today
Designing for tomorrow

AEROPRODUCTS GM

Aeroproducts

ALLISON DIVISION • GENERAL MOTORS CORPORATION
DAYTON, OHIO

GONG BELL TOYS

305

BIG HORSE RIDER

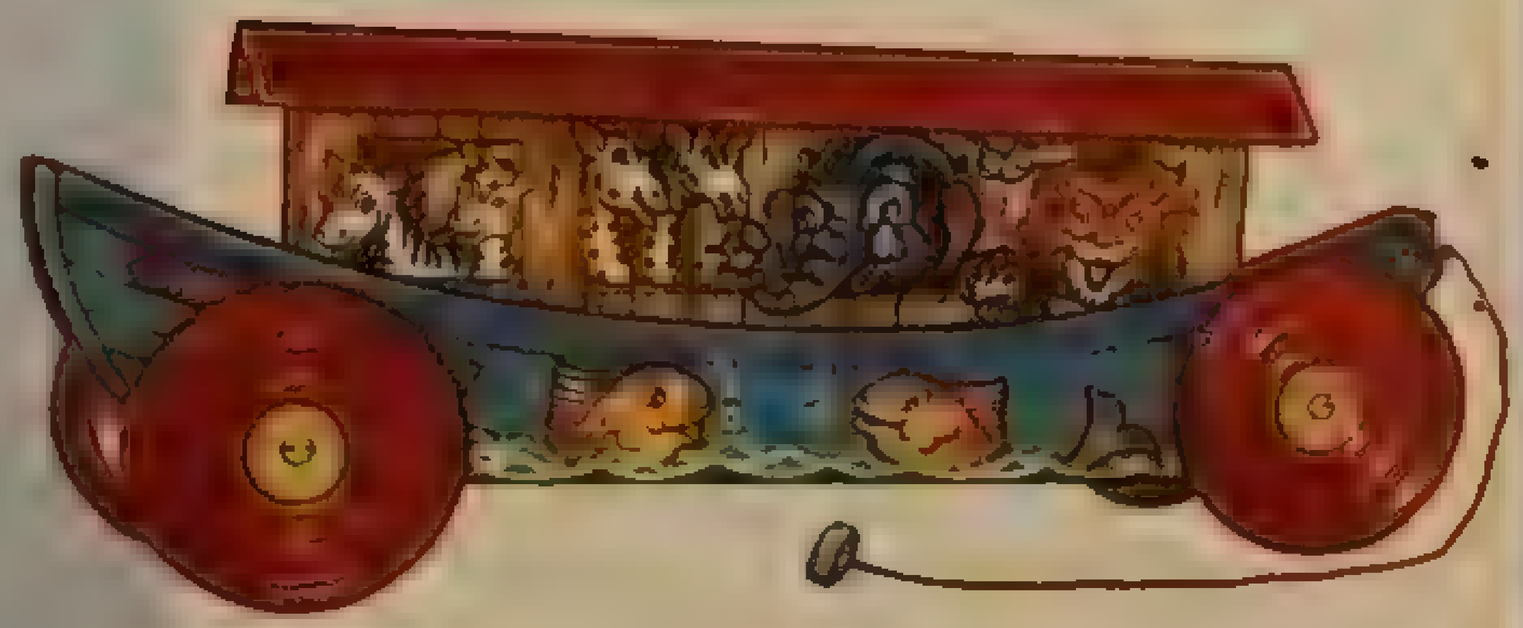
Large, strongly built horse rider. Shiny gongs ring in all four wheels. Enameled heavy steel legs and braces. Lithographed horse's head with plated jingle bells on the reins. Large wheel base gives it plenty of stability. It's big: 18" high, 13" wide and 23" long. Packed each in a box. Knocked down—easy assembly. Standard carton ½ dozen weighs 43 lbs. approximately.

THE GONG BELL MANUFACTURING COMPANY • EAST HAMPTON, CONNECTICUT
NEW YORK SALES OFFICE: Suite 316-318, 200 Fifth Avenue
Export Agent: Guterman Co., 37 S. William St., New York, N. Y.

231

NOAH'S ARK

Colorful action pull toy. Bobs up and down as it is pulled along. Shiny gongs in wheels ring merrily. Beautifully and realistically lithographed—different animals on each side. 14" long. Packed each in a box. Standard carton 1 dozen weighs 21 lbs. approx.



251

JINGLE STROLLER

Large enough to hold a big doll or stuffed animal. (This beautifully lithographed stroller has shiny, ringing gongs in all four wheels.) Has foot rest and tubular steel handle 22" high, 8" wide. Well constructed. Hours of fun indoors or out. Knocked down — easy assembly. Packed each in a box. Standard carton ½ dozen weighs 24 lbs. approximately.

GONG BELL

TOYS

305

BIG HORSE RIDER

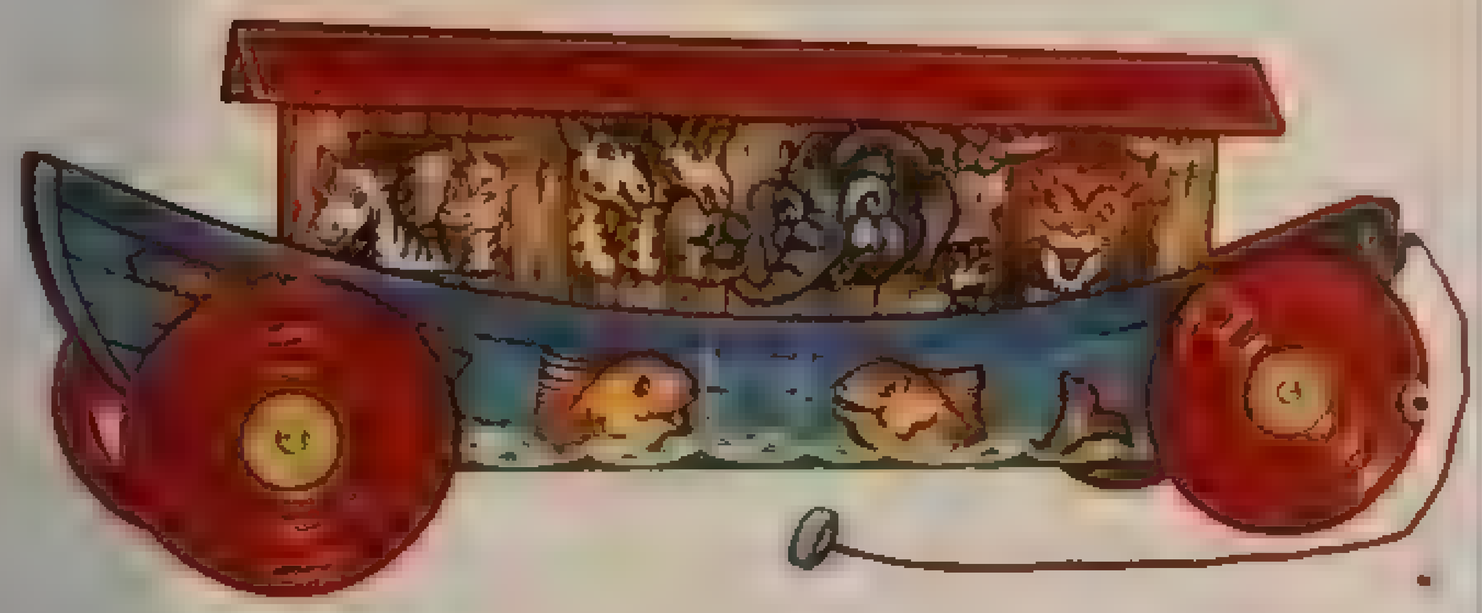
Large, strongly built horse rider. Shiny gongs ring in all four wheels. Enameled heavy steel legs and braces. Lithographed horse's head with plated jingle bells on the reins. Large wheel base gives it plenty of stability. It's big: 18" high, 13" wide and 23" long. Packed each in a box. Knocked down—easy assembly. Standard carton ½ dozen weighs 43 lbs. approximately.

THE GONG BELL MANUFACTURING COMPANY • EAST HAMPTON, CONNECTICUT
NEW YORK SALES OFFICE: Suite 316-318, 200 Fifth Avenue
Export Agent: Guterman Co., 35 S. William St., New York, N. Y.

231

NOAH'S ARK

Colorful action pull toy. Bobs up and down as it is pulled along. Shiny gongs in wheels ring merrily. Beautifully and realistically lithographed—different animals on each side. 14" long. Packed each in a box. Standard carton 1 dozen weighs 21 lbs. approx.



251

JINGLE STROLLER

Large enough to hold a big doll or stuffed animal. (This beautifully lithographed stroller has shiny, ringing gongs in all four wheels.) Has foot rest and tubular steel handle 22" high, 8" wide. Well constructed. Hours of fun indoors or out. Knocked down—easy assembly. Packed each in a box. Standard carton ½ dozen weighs 24 lbs. approximately.

GONG BELL TOYS

GOWLAND *Howard* present another

series of quick construction kits

SHIPYARD

QUICK CONSTRUCTION KITS.

SHIPS IN BOTTLES....
SHIPS IN MINIATURE....

Following their great success with Highway Pioneers Gowland Creations present two new series of completely prefabricated Quick Kits featuring authentic ... ship models in America's ...

Each kit contains all the necessary ... parts and ... The pre-fabricated parts ... and assembling to become a ... ornament made.

The problem of how to put the ship into the bottle has been solved. The bottle is moulded in two halves ... and the ... ship model is cemented to the main ... between the two halves which are then ... The stand is ... to support the bottle ... that will ... the standing deck ... the bottle neck completes this fascinating ...

The ... series includes
★ The ... ★ The Golden Hind 1588 ★ The ... ★ J.S. Frigate ... ★ ... Richard, 1779 ★ U.S. ... ★ S.S. Savannah, 1819 ★ The ... ★ Charles W. Morgan ★ ... Thebaud

... write for ... and descriptive literature on Shipyard Quick Construction ...

SALES REPRESENTATIVES

Golden Hind 1588

Beautifully scaled models of famous ships, ships that made America's glowing history of the sea—ships that anyone can build—ships that all will admire as

★ Wall Decorations ★ Book Ends ★ Table Lamps
★ Desk Sets ★ Mantlepiece Ornaments ★ Porch Lights

and many other decorative uses

Ships on Bottles
Ships in Miniature

Ask for catalog sheet and delivery dates on the Ships in Quick Construction Kits

GOWLAND Creations
P. O. BOX 1259 SANTA BARBARA
Mail Orders and Factory 1826 De la Vina AVENUE SANTA BARBARA CALIFORNIA

SHIPS *in bottles...*

...that anyone can build!

ALL PARTS PREFABRICATED FOR EASY ASSEMBLY

NO CUTTING NO CARVING NO SANDING

QUICK
SIMPLE
COMPLETE
ALL-PLASTIC
AUTHENTIC
DECORATIVE

The Golden Hind which [illegible] required [illegible] The Golden Hind which [illegible] was held

The Santa Maria [illegible]

See more about

AMERICA'S MARITIME HISTORY IN MINIATURE

GOWLAND *Creations*

P. O. BOX 1259 • SANTA BARBARA • CALIFORNIA

GOWLAND *Famous* present another

series of quick construction kits

SHIPYARD

QUICK CONSTRUCTION KITS.

SHIPS IN BOTTLES....

SHIPS IN MINIATURE....

[illegible] series includes

★ The Golden Hind

★ U.S. Brigantine

★ Revenge Richard 1779

★ S.S. Savannah

★ James W. [illegible]

The Mayflower 1929

[illegible] write for data

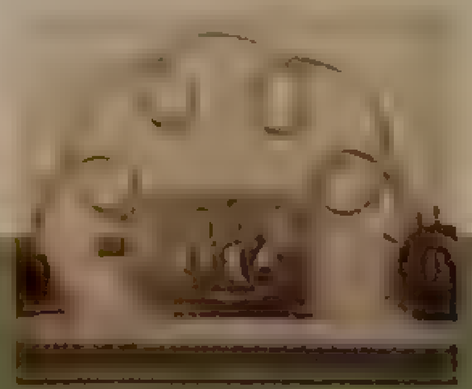
SALES REPRESENTATIVES

Golden Hind 1588

Beautifully scaled models of famous ships, ships that made America's glowing history of the sea—ships that anyone can build—ships that all will admire as

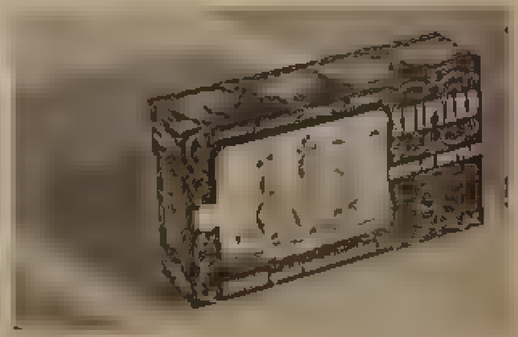
★ Wall Decorations ★ Book Ends ★ Table Lamps
★ Desk Sets ★ Mantlepiece Ornaments ★ Porch Lights

and many other decorative uses



TOYS & NOVELTIES MARCH 1953

Ships in Bottles
Ships in Miniature



Ask for catalog sheet and delivery dates on the Shipyard Quick Construction Kits

t Shipyard and

owed Auto The Back Bone

GOWLAND

GOWLAND creations

P. O. BOX 1359 · SANTA BARBARA · CALIFORNIA

SHIPS *in bottles . . .*

. . . that anyone can build

ALL PARTS PREFABRICATED FOR EASY ASSEMBLY

NO CUTTING NO CARVING NO SANDING

QUICK
SIMPLE
COMPLETE
ALL-PLASTIC
AUTHENTIC
DECORATIVE

This authentic scale r[illegible] famous Elizabethan galleon [illegible] and was built by a hobbyist [illegible] required with these [illegible] Construction Kit. The Golden Hind, which [illegible] around the world in 1580, was be[illegible] ports where the first P[illegible] was held

The Santa Maria, the flagship of Columbus on his voyage of discovery t[illegible] the N[illegible] 1492

See more about

AMERICA'S MARITIME HISTORY IN MINIATURE

GOWLAND *creations*

P. O. BOX 1359 · SANTA BARBARA · CALIFORNIA

Anatome Fluid Make-up

Just wear it and see the difference!

***Germaine Monteil** has added two new shades, Ivory and Naturelle, to the seven beauty-giving colors of this unparalleled make-up. Subtle pastels, they lead the way to a lighter, more delicate loveliness as their perfect blend of Natural Estrogenic Hormones and other vital ingredients aids the skin to replace and retain the natural moisture that keeps a complexion young and fresh.*

Germaine Monteil

663 FIFTH AVENUE, NEW YORK, N.Y.

AGAIN IN 1953

HALCO "way out front!

HALCO HALLOWEEN COSTUMES

HALCO'S TOY PISTOL CAPS

HALCO SKYFLIER

HALCO HOLSTER SETS

LIFE

PARENTS

HALCO PLAYSUITS

HALCO'S AMERICAN BEAUTY SPARKLERS

HALCO'S Silverbrite ICICLES

SANTA CLAUS COSTUMES, WIGS, BEARDS

J. HALPERN COMPANY

810 PENN AVENUE
PITTSBURGH 22, PA.

200 FIFTH AVENUE
NEW YORK, N. Y.

AT THE TOY FAIR

200 FIFTH AVENUE BLDG

AGAIN IN 1953

HALCO 'way out front !

HALCO HALLOWEEN COSTUMES

HALCO'S TOY PISTOL CAPS

HALCO SKYFLIER

HALCO HOLSTER SETS

SUPERB HALCO BRAND

LIFE

COMPLIMENTS OF PARENTS

HALCO PLAYSUITS

HALCO'S AMERICAN BEAUTY SPARKLERS

HALCO'S Silverbelle ICICLES

SANTA CLAUS COSTUMES, WIGS, BEARDS

J. HALPERN COMPANY

810 PENN AVENUE
PITTSBURGH 22, PA.

200 FIFTH AVENUE
NEW YORK, N. Y.

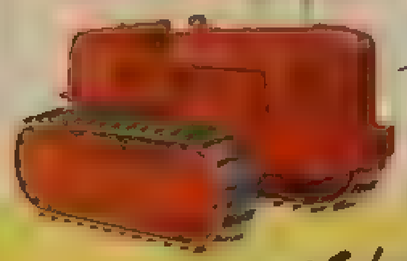
AT THE TOY FAIR

Loads of Pulling Power

International Harvester
Tractor and Wagon

Tractor No. 146
Wagon No. 247
Tractor and Wagon—No. 649

Get Toy Sales on the Move with TRU-MINIATURE TRACTORS



Powerful Appeal for Playtime Engineers

International Harvester Crawler Tractor No. 548

Here's Real Sales Power

Allis-Chalmers Crawler Tractor with Bulldozer Blade No. 1551

For Sandbox Farmers

Allis-Chalmers
Tractor and Wagon

Tractor — No. 1351
Wagon — No. 1451
Tractor and Wagon—No. 1651

Tractor 8 in. long, wagon 8¾ in. long (less tongue)

YEAR-ROUND BEST SELLERS

Non-Rusting in the Sandbox—Rubber Tires Protect Floors!

TRU-MINIATURES

New TRU-MINIATURE HIGH SPEED SPIN-TORQUE MOTOR — Gears driving the truly balanced steel flywheel are PRECISION die cast for greater speed and longer life
No winding — no spring to break
This motor is a TRU-MINIATURE exclusive

4-door Plymouth Sedan No. 1853

Smooth Sailing

Plymouth Suburban — No. 1253

Sales Climber

Airflyte Special

Nash Sedan No. 2053

PRODUCT MINIATURE COMPANY, INC.
2240 SOUTH 54TH STREET • MILWAUKEE 14, WISCONSIN

LOADS of Appeal in these New 1953 Model Trucks

Deliver the Goods

International Harvester
Metro Truck — No. 2753
with Spin torque motor

Pickup for Toy Sales

International Harvester
Pickup Truck No. 853

Get a Load of This

International Harvester
Dump Truck No. 1053

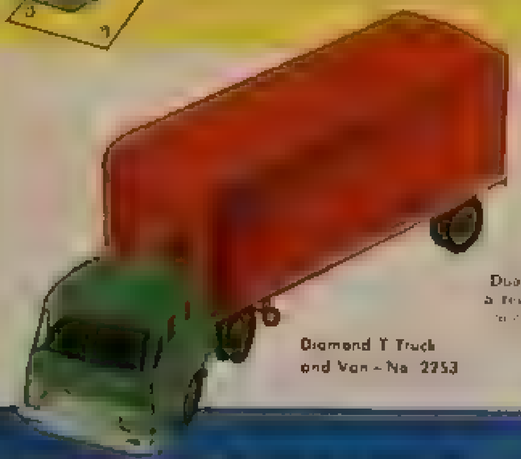
a Diamond in Kiddie Pleasure

Diamond T dump
Truck No. 2153

Toy Traffic Stopper

International Harvester
Stake Model Truck No. 953

Get Toy Sales Really Rolling



Diamond T Truck
and Van — No. 2253

For the Long Haul

International Harvester
Truck and Van No. 1153

PRECISION CRAFTED ... with Exceptional Detail — and Durability!

TRUCK MINIATURES

NOMA leads the Profit Parade!
TOY FAIR
☆ NEW ITEMS!
☆ NEW IDEAS!!
☆ NEW SAFETY FEATURES!!!
See the Sensational
NOMA LIGHT
"Firsts" for '53
Mr Safety Fuse Plug says-
NOMA welcomes you to the TOY FAIR!
We'll be looking for you at The East Room, First Mezzanine, Hotel McAlpin, New York, March 9th to 18th inclusive
NOMA LITES, INC., 55 West 13th Street, New York 11, N. Y.

Meyer Jaccby Announces The Greatest Advance in Doll and Costume Wigs in a Generation

Sarlon

HAIR BLENDS

NYLON and SARAN

DOLLS of EVERY TYPE and SIZE

MINIATURES, COSTUME, and SANTA CLAUS WIGS

For Hospital [illegible] SARLON WIGS are proving a tremendous success in replacement purposes. For bigger profits and greater customer satisfaction SARLON is a must for 53

Meyer Jaccby

CORPORATION

Established 1915

34 West 20th Street New York 11 N Y

376

MAKE YOUR SANTA CLAUS THE REAL ONE!

with a

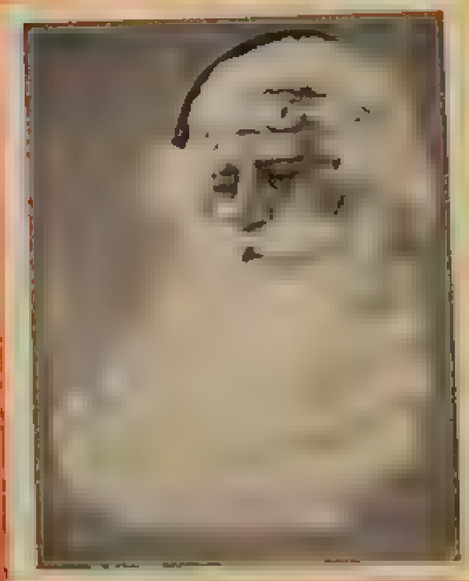
Meyer Jaccby

WIG AND BEARD SET

flameproof

washable

combable



[illegible]

PLEASE ORDER NOW – For pre Christmas Delivery

[illegible]

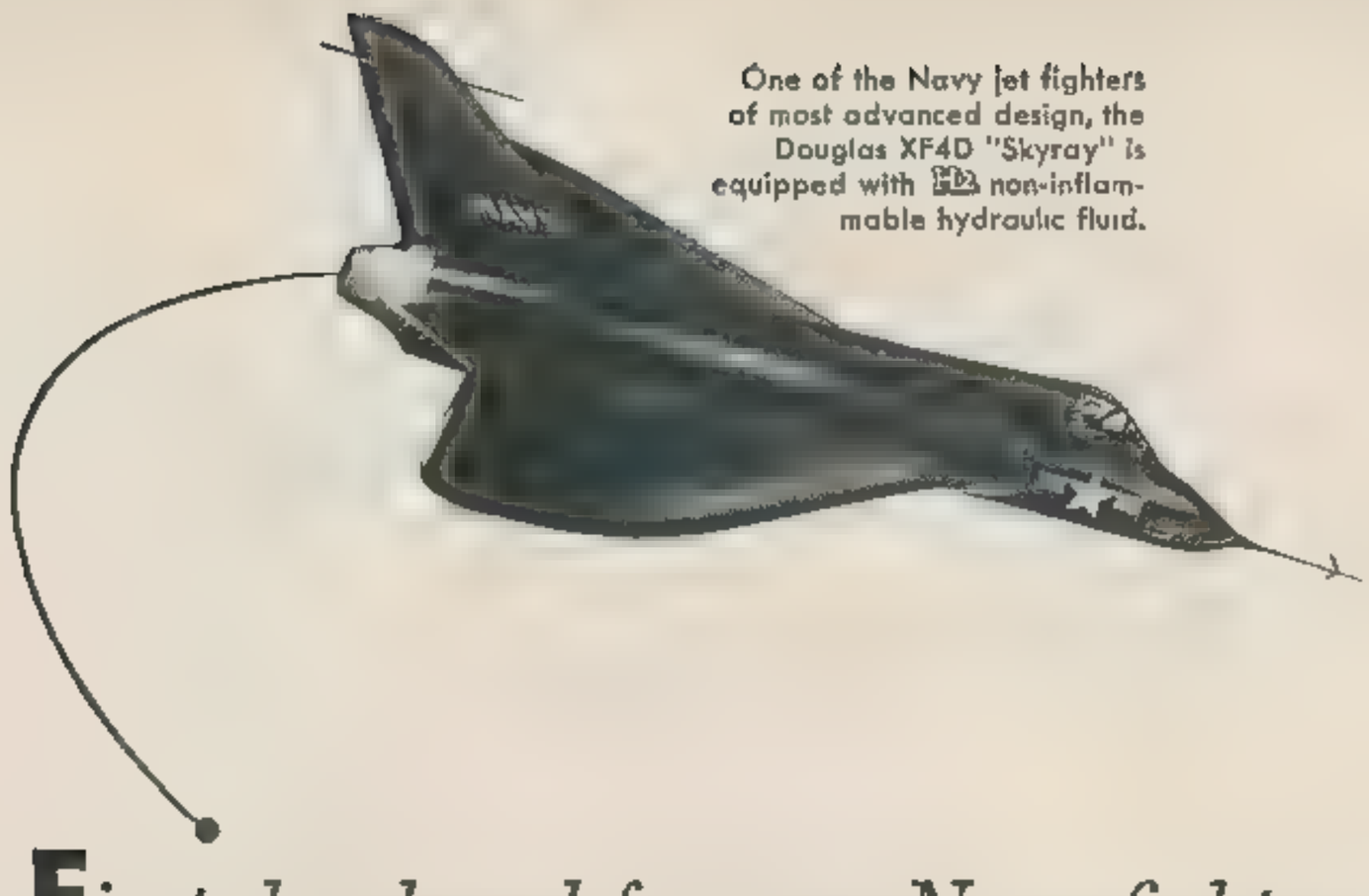
Meyer Jaccby

CORPORATION

34 West 20th Street, New York 11 N Y

[illegible]

THE NEW YORKER



One of the Navy jet fighters of most advanced design, the Douglas XF4D "Skyray" is equipped with H-2 non-inflammable hydraulic fluid.

First developed for new Navy fighters, now ready for commercial use...

HOLLINGSHEAD H-2®

non-inflammable hydraulic fluid

Here's a truly non-inflammable hydraulic fluid, a fluid with *a flammability rating of zero*—now available to bring extra safety to all planes. Hollingshead H-2 non-inflammable hydraulic fluid was developed to meet Navy specifications. In addition to its great safety factor, it either meets or exceeds existing standards to insure satisfactory operation and life of the hydraulic system.

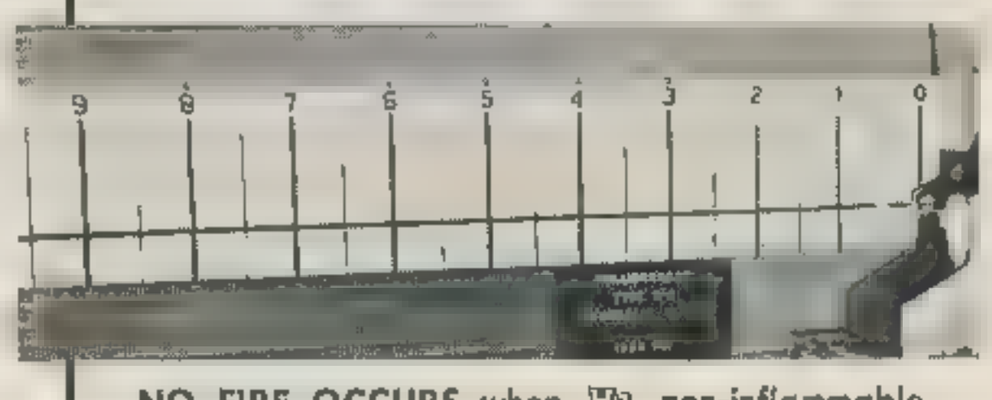
The proven dependability and safety of H-2 non-inflammable hydraulic fluid have a place in your operations. Write to Hollingshead for full details.

More Advantages—Not necessary to change "O" RINGS, SEALS, OR ACCUMULATOR DIAPHRAGMS. The fluid conforms to Specification MIL-F-7083 (AER). BETTER LUBRICITY and HIGHER SPECIFIC HEAT reduce parts wear. IMPROVED VISCOSITY in operating range from below –60°F. to 160°F. INHIBITED to protect against corrosion. LOWER COST than any similar fluid available.

WON'T BURN!

CAA tests show safety factor

THE DANGER OF FIRE from a regular hydraulic fluid is clearly seen here. The fluid was sprayed under a pressure of 3000 psi through an acetylene flame of 6300°F. A 10-foot flame shoots out.



NO FIRE OCCURS when H-2 non-inflammable hydraulic fluid undergoes the same test. The CAA Technical Development and Evaluation Center, Indianapolis, made the test and gave the fluid a flammability reference number of zero!

Booklet contains details
Send for a copy of this new booklet which gives a complete description of H-2 including data charts and servicing information.

Industrial Division *R. M. Hollingshead* Corporation

Leader in Maintenance Chemicals

840 Cooper Street, Camden 2, New Jersey

the 40-seat transports of luxury fittings and increase their passenger capacity for domestic routes.

ANA has been interested in Bristol Britannias, but Australian experts say the turboprop transport may prove to be uneconomical on domestic routes Officials of the airline express doubts that the cargo potential of Britannias is adequate for Australian needs.

There is a tendency within ANA, the sources say, to wait for Bristol to produce another version of the Britannia and to operate until then with Hermes 4s, DC-4s and Bristol 170 Freighters.

But Australian National still has not placed any definite orders, despite sales of three of its DC-3s in recent weeks.

Observers report that the carrier will be forced to make definite decisions in the near future, pushed by the fear that TAA will be able to take delivery next year of six turboprop Vickers Viscounts.

► **Air Ceylon DC-4s**—Australian National's fleet problem may be solved to some degree at the end of September, when ANA-operated Air Ceylon is scheduled to cease operations because of financial losses which it has incurred in flying international routes to London

The parent airline is expected to take over Air Ceylon's DC 4s for freight and passenger flights on intra-Australian routes.

New African Terminal

(McGraw-Hill World News)

Geneva—A large new international airport capable of handling planes up to 40 tons is slated for completion before the end of this year at Luanda, Angola, Portuguese Africa. Its main runway will be approximately 7,000 ft. long and 200 ft. wide.

Installation of the latest equipment is planned.

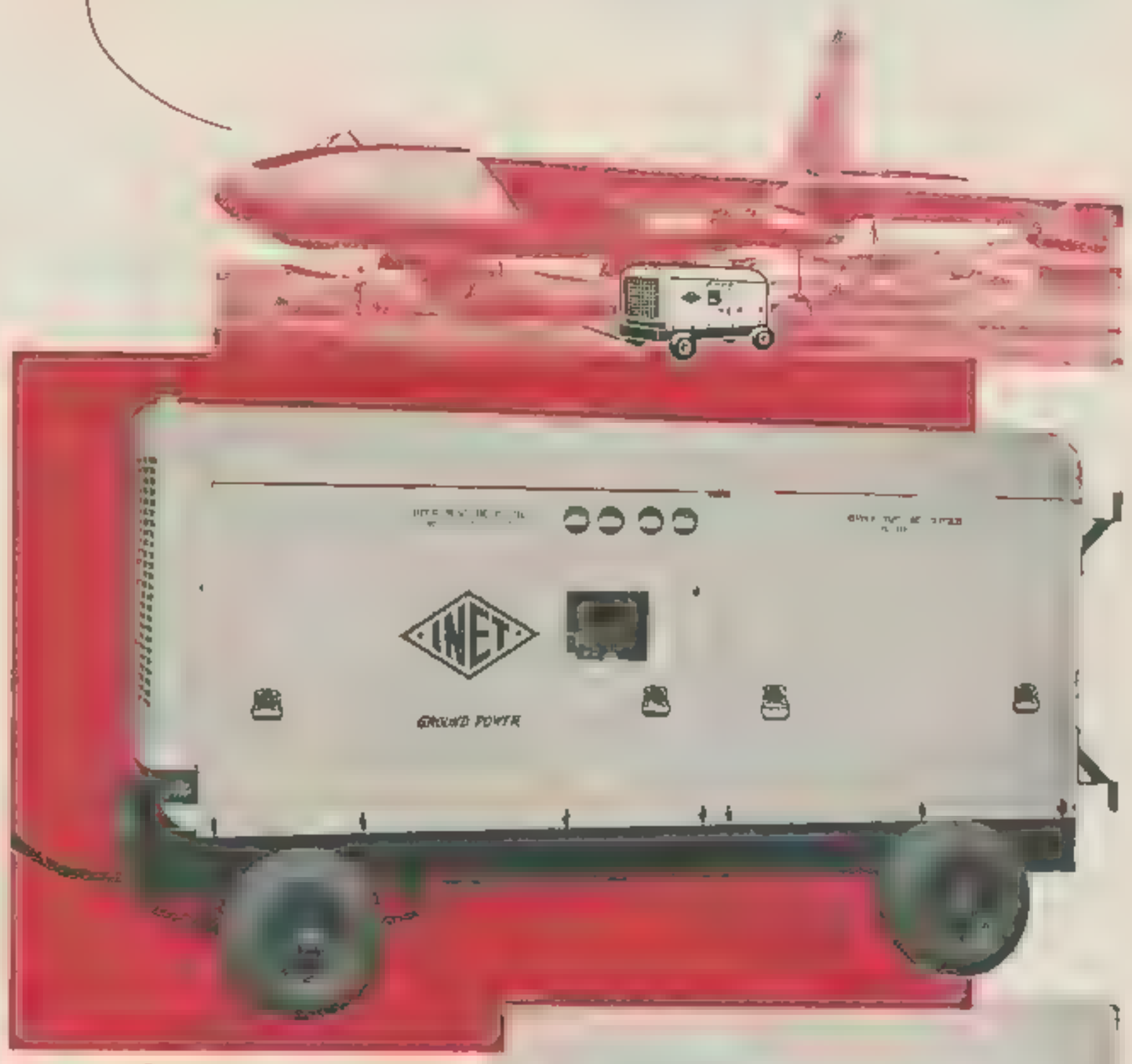
TAXIWAY SIGNPOST

Crouse-Hinds Co., Syracuse, N. Y., has devised a system of airport signposts to direct aircraft from taxiways and intersections to hangars, ramps and loading gates. The 20-in.-high signs are built to breakoff at the slightest contact with an aircraft. Installation costs are low, because the aluminum units are designed for mounting on standard C-H taxi light bases (Type ERL).

Double

GROUND POWER

for Efficient Starting...



INET **MOBILE DIESEL ENGINE** with Dual Generators provides up to 1500 amperes for regulated 28 V.D.C. power supply. Examine INET's features and you will understand why these units are becoming standard equipment for military and commercial airports and aircraft manufacturers.

TYPE: 2DG-28-750 STYLE: MOAGP

★ *Dual generator power with control regulation comparable to the best stationary power equipment.*
★ *Capacity is more than sufficient to handle engine starting of the largest aircraft.*
★ *Economical and dependable Diesel performance.*
★ *Safe—Weatherproof—Flexible—Low Maintenance.*
★ *Incorporate the best electrical accessories available.*
★ *Trailer or self propelled type available.*

Request Literature.

INET INC.

UNSURPASSED POWER PLANT PERFORMANCE FOR AIRCRAFT

8655 SOUTH MAIN STREET, LOS ANGELES 3, CALIFORNIA

the old american custom is still new

To fly by the seat of your pants back in the roaring twenties was high adventure . . . and a lot of it made history. Western Air Lines' M-2, for example, blazed many a new trail in commercial aviation back in 1926 when "America's oldest airline" began flying the West.

The American custom of pioneering is still going strong, as evidenced by Western's addition of new four-engine DC-6Bs for service between leading cities on the Pacific Coast, and on Western's new route between Minnesota and California. We're proud that Janitrol heaters serve well on these fine aircraft — as, indeed, they do most aircraft in commercial service. Our Janitrol representatives are pioneering, too, and are always on hand to help design, build, or maintain aircraft combustion equipment.

Janitrol

AIRCRAFT-AUTOMOTIVE DIVISION, SURFACE COMBUSTION CORPORATION, TOLEDO 1, OHIO

F. H. Scott, 225 Broadway, New York, N. Y. • C. B. Anderson, 2509 W. Berry St., Ft. Worth, Tex. • L. A. Curtin, 7046 Hollywood Blvd., Hollywood, Calif. • F. H. Scott, 4650 East West Highway, Washington, D. C. • Phil A Miller; Frank Deak, USAF Coordinator, Centra District Office, 400 Dublin Ave. Columbus, Ohio • Headquarters, Toledo Ohio

A FEW OF THE BANKS FROM OUR ARCTIN BOOK AT YOUR TOYS

OF COURSE they're all from KNICKERBOCKER

America's leading manufacturer of Plastic Toys

KNICKERBOCKER

Plastic Co. Inc.

FACTORY [illegible]

SHOWROOMS [illegible]

TAIL and HEAD MOVE

I say "Baaa-Baaa!"

No. 399

"Baa-Baa"

the TALKING LAMB

In California designed plastic

Head and tail move, "Baa-Baa" says "Baaaa"! as lamb is pulled. Size: 11½" high; hand painted features.

suggested retail price $3.95

KNICKERBOCKER Plastic Co., Inc.

Factory: 4101 San Fernando Road, Glendale 4, California

Showrooms: Room 302, 1107 Broadway, New York City

WRITE FOR ILLUSTRATED CATALOG

From the famous makers of

"HUMMING BIRD" HELICOPTER

THE NEW

V-X Space Rocket!

PAT. PEND.

THIS ROCKET FLIES 150 FEET HIGH AND CAN BE
USED INDOORS AS WELL AS OUTDOORS

An All-year-round Toy!

A. M. HANLEY
200 FIFTH AVENUE
ROOMS 251-253
NEW YORK 10 N. Y.

TOY FAIR EXHIBITS

KRACO, INC.
HOTEL McALPIN
ROOM 605
NEW YORK, N. Y.

It's handsomely packaged in a self selling display box.

The eye catching, full color, lithographed cover tells customers the whole story of the helicopter in one quick look.

As soon as children see it, they know how it works and they want it.

It looks real; all in gleaming, silver color.

It behaves like the real thing; each flight is different.

It's modern and constantly in the news as helicopter feats make daily headlines . . . It's educational and entertaining . . . It's precision-engineered and strongly constructed to survive children's roughest treatment . . . And it's harmless; used indoors or outdoors, there's no possibility of its causing any harm or damage.

DISPLAY STANDS FOR SALES
HELP AVAILABLE

No wonder it's a volume selling item, and priced for volume, too!

$4.00 less regular discount

23 E. 17th STREET
NEW YORK 3, N. Y.

KRACO, INC.

[redacted]

INTO MILLIONS OF HOMES AND OTHER NATIONAL MAGAZINES

THE NEW

SUSAN STROLLER

SENSATIONAL WALKING, HEAD-TURNING DOLL

Now in 23½" and 17½" sizes

- FINEST SARAN HAIR with set of curlers
- Durable plastic body
- Turns head as she walks
- Hair washes, combs, sets
- Crying "Mama" voice
- Sits alone
- Sleeps

1107 Broadway, New York 10, N. Y. • Room 1208 • Factory: 307 Richardson Street, Brooklyn, N. Y.

[redacted]

WHITMAN

KRAZY IKES®

MAKE HUNDREDS OF INTERESTING TOYS

Now ready to prove... "good things come in THREES!"

Now . the magic of Krazy Ikes se ling appeal will reach three times further! A proven best seller Krazy Ikes are now available in three d fferent price ranges, w th approx mate reta s of $1 00 $2 00 and $2 50 Each box is packed with sturdy plastic mak ngs for hundreds of toys A full-color guide booklet makes t easy for children to assemble the var ous p eces into figures, an mals, toys and others Order now and feature them all for best poss ble sales volume!

Feature them All!

No 5621
KRAZY IKES
5 ½ lbs per dozen

1

2

No 569
KRAZY IKES
10½ lbs per dozen

3

No 5650
KRAZY IKES CIRCUS
21 lbs per dozen

WRITE FOR ORDER LIST!

The sa es success you enjoy w th Krazy Ikes can be repeat ed with other Whitman tems Send for our complete order list today

Showrooms

NEW YORK	ATLANTA	LOS ANGELES
2[illegible] Fifth Avenue Room [illegible]	[illegible]25 Peachtree Rd N E	99 6[illegible] Alameda Blvd
New York [illegible] New York	A[illegible]	Beverly H[illegible] Co[illegible]

WHITMAN PUBLISHING COMPANY • RACINE, WISCONSIN

Division of Western Printing & Lithographing Company One of the World's largest [illegible] Photolithers

IMPORTANT ANNOUNCEMENT...

Please be advised that no person or firm other than PETER PUPPET PLAYTHINGS, INC., of 48-25 36th Street, Long Island City, New York, is licensed, authorized, or permitted to accept orders for, and sell hand puppets representing Howdy Doody or any of the characters connected with the Howdy Doody program.

Purchases of Howdy Doody hand puppets from any concern other than PETER PUPPET PLAYTHINGS, INC., or its duly authorized representatives, will be in violation of existing legal relationships.

KAGRAN CORPORATION
4 W. 58th St., New York 19, N. Y.
(Sole Licensing agent for Howdy Doody)

SEE THE HOWDY DOODY ADVERTISEMENT, PAGE 378

WHITMAN

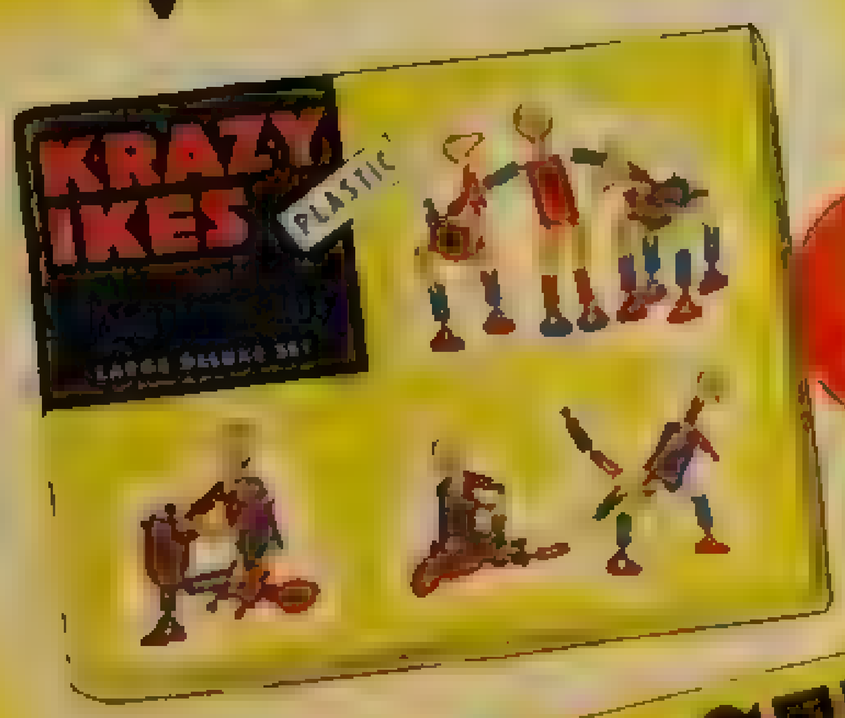
KRAZY IKES...

MAKE HUNDREDS OF INTERESTING TOYS

Now ready to prove... "good things come in THREES!"

Now the magic of Krazy Ikes selling appeal will reach three times further! A proven best seller, Krazy Ikes are now available in three different price ranges, with approximate retails of $1.00, $2.00 and $2.50. Each box is packed with sturdy plastic "makings" for hundreds of toys. A full-color guide book et makes it easy for children to assemble the various pieces into figures, animals, toys and others. Order now, and feature them all for best possible sales volume!

Feature them All!



1

No. 3691
KRAZY KES
10 ½ lbs. per dozen

2

No. 3631
KRAZY KES
5 ½ lbs. per dozen

3

No. 3650
KRAZY IKES CIRCUS
21 lbs. per dozen

- CIRCUS TENT
- WAGONS
- BOOTHS
- POSTERS
- RING SET UP

WRITE FOR ORDER LIST!

The sales success you'll enjoy with Krazy Ikes can be repeated with other Whitman items. Send for our complete order list today.

Showrooms

NEW YORK
[illegible] Fifth Avenue, Room [illegible]
New York [illegible], New York

ATLANTA
[illegible] Piedmont Rd. N. E.
Atlanta, Georgia

LOS ANGELES
[illegible] Santa Monica Blvd.
Beverly Hills, California

WHITMAN PUBLISHING COMPANY • RACINE, WISCONSIN

Division of Western Printing & Lithographing Company, One of the World's Largest Commercial Printers

Liberty Line

PLAYBOATS

AMERICA'S
OUTSTANDING POWER BOAT

TODAY'S
FASTEST SELLING
BOAT LINE

suggested retail
$3.95

- CALIFORNIA REDWOOD HULLS WITH MARINE MAHOGANY FINISH
- BRIGHTLY LACQUERED DECKS. Models L-2 and L-3, Steel—L-4, Wood
- POWERFUL MECHANICAL SPRING MOTOR • UNSINKABLE
- DISPLAY STANDS AVAILABLE TO MEET DEALERS' REQUIREMENTS
- ATTRACTIVE 3-COLOR INDIVIDUAL CARTON • Length 14", Width 4¾"

motors carry
lifetime guarantee

Individual boxes are packaged one dozen or ½ dozen to the shipping carton, packed solid or in assortments. Weight approximately 22 lbs per dozen. Freight allowance schedule applies on shipments of six dozen or more

NY-CAL COMPANY

534 W. WHITTIER BLVD., WHITTIER, CALIF
P. O. BOX 899

LIONEL TRAINS

Full Speed ahead for 1953

NOW IN 4 colors sizes

The nation's newest, most versatile and interesting hardwood construction set.

Approved and used by the New York Board of Education — Logstix are fascinating for boys and girls from 4 to 12.

DIFFERENT! INTRIGUING!

NEW! EDUCATIONAL!

LOGSTIX®

COMMENDED BY PARENTS MAGAZINE

All sets contain a variety of red, blue, green and yellow pieces — these pieces are fast colored and non-toxic — guaranteed harmless to children.

See the new Logstix — attractively colored and packaged to give your toy sales a big push.

ORANGE PRODUCTS, INC., 82 Main Street, West Orange, N. J

New York Show Room: 200 Fifth Avenue, New York 10, N. Y., Room 205

over →

millions of your customers

will know a good thing

because they'll see it....

in **PARENTS'** magazine

in **NEW YORK TIMES** magazine

LOGSTIX®

The Toy that Builds Toys ...and repeat Toy Sales

COMMENDED BY PARENTS MAGAZINE

Set No. 1—90 Pcs. Retails at $1.00
Container: 3" Dia., 8⅞" High.
Packed 2-Doz. per carton, Wt. 12¾ lbs.

Set No. 2—135 Pcs. Retails at $2.00
Box Size 9" x 14" x 1".
Packed 1 Doz per carton. Wt. 11½ lbs.

Set No. 3—240 Pcs. Retails at $3.00
Box Size 10¼" x 16" x 1⅛".
Packed 1 Doz. per carton. Wt. 18 lbs

Set No. 4—305 Pcs. Retails at $4.00
Box Size 11¾" x 18" x 1½"
Packed 1 Doz. per carton. Wt. 28¾ lbs.

ORANGE PRODUCTS, INC., 82 Main Street, West Orange, N. J.

New York Show Room: 200 Fifth Avenue, New York 10, N. Y., Room 205

LANVIN

Perfume $3 to $500. Toilet Water $6 to $37.50 (plus tax)

A nine-ton bullet hurtling through space at 10 miles per minute takes some handling. That's why the North American F-86D uses Lear controls.

Smoothly and automatically the Lear designed F-5 Autopilot ... the lightest weight production Autopilot in use in jet fighters ... puts this fast jet plane through her paces. Lear Damping Controls augment the plane's natural stability and allow smoother flight over the plane's air-speed range. Lear Vertical Gyro Indicator Systems instantly and accurately present a true picture of the plane's attitude.

In jet fighters, bombers, transports and airliners Lear Control and Actuating Systems and Components are making flight smoother, faster, more economical —and safer.

LEAR DAMPING CONTROL SYSTEM

... anticipates and measures rate of deviation from established heading and applies corrective force to control system through Lear Servo-Actuator.

AUTOMATIC PILOTS

VERTICAL GYRO SYSTEMS

OTHER INSTRUMENT PRODUCTS:

AUTOMATIC APPROACH COUPLERS AND FLIGHT CONTROLS • CONTROL MECHANISM GYROS • REMOTE READING GYRO INSTRUMENTS • RATE GYROS MISSILE FLIGHT CONTROLS

Advancing the Frontiers of Flight

GRAND RAPIDS DIVISION

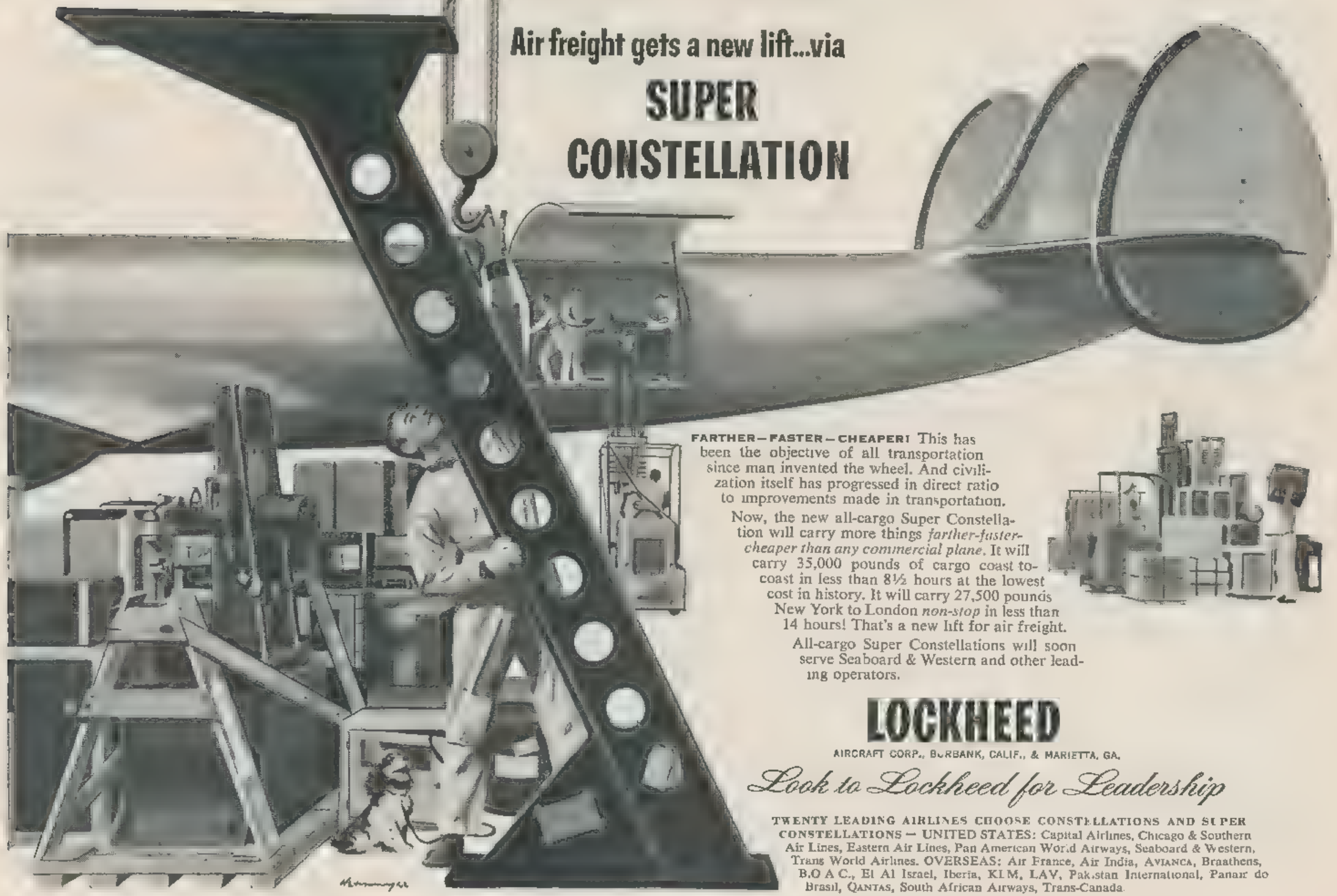
110 IONIA AVE., N.W., GRAND RAPIDS 2, MICHIGAN

LEAR-ROMEC DIVISION, ELYRIA, OHIO
LEARCAL DIVISION, LOS ANGELES, CALIFORNIA
LEAR, INCORPORATED, GRAND RAPIDS 2, MICHIGAN

Leadership demands constant achievement

Air freight gets a new lift...via

SUPER CONSTELLATION



FARTHER—FASTER—CHEAPER! This has been the objective of all transportation since man invented the wheel. And civilization itself has progressed in direct ratio to improvements made in transportation.

Now, the new all-cargo Super Constellation will carry more things *farther-faster-cheaper than any commercial plane.* It will carry 35,000 pounds of cargo coast to-coast in less than 8½ hours at the lowest cost in history. It will carry 27,500 pounds New York to London *non-stop* in less than 14 hours! That's a new lift for air freight.

All-cargo Super Constellations will soon serve Seaboard & Western and other leading operators.

LOCKHEED

AIRCRAFT CORP., BURBANK, CALIF., & MARIETTA, GA.

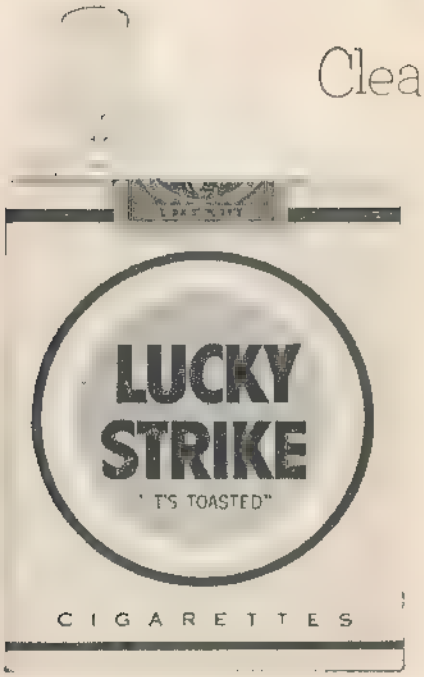
Look to Lockheed for Leadership

TWENTY LEADING AIRLINES CHOOSE CONSTELLATIONS AND SUPER CONSTELLATIONS — UNITED STATES: Capital Airlines, Chicago & Southern Air Lines, Eastern Air Lines, Pan American World Airways, Seaboard & Western, Trans World Airlines. OVERSEAS: Air France, Air India, AVIANCA, Braathens, B.O.A.C., El Al Israel, Iberia, KLM, LAV, Pakistan International, Panair do Brasil, QANTAS, South African Airways, Trans-Canada.

Smoking enjoyment is all a matter of taste -

and **LUCKIES TASTE BETTER !**

Cleaner, Fresher, Smoother!



Be Happy - **GO LUCKY!**

© A.T.Co. PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

Announcing

6 NEW MAKATOY GAMES

GAME ASSORTMENT No. 600

Increase your sales with these six brand new games! Unbelievable values! Build year round volume with these profit makers.

No. 652 PICTURE PUZZLES

A triple - header bargain! Three puzzles in each box, and there are two different boxes available.

Weight: 4 Lbs. per Doz

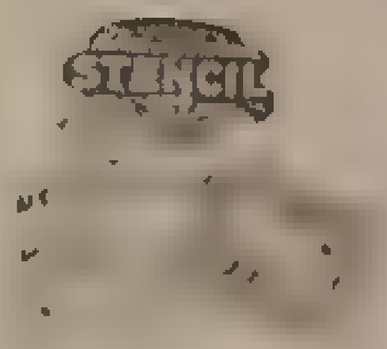
No. 656 COLORING OUTFIT

Contains paint pallet with 5 paints, good quality brush and a beautifully covered coloring book.

Weight: 3 Lbs. per Doz

BANG UP VALUES!

RETAIL **19¢**



No. 654 STENCIL SET

A complete outfit with 6 different stencils, 4 high quality crayons, and blank paper

Weight 3½ Lbs. per Doz

No. 658 SEWING CARD FUN

Contains 3 perforated sewing cards beautifully lithographed in 4 colors 3 different colored yarn pieces with plastic tips.

Weight 1 Lbs. per Doz

No. 662 TRIP TO MOON

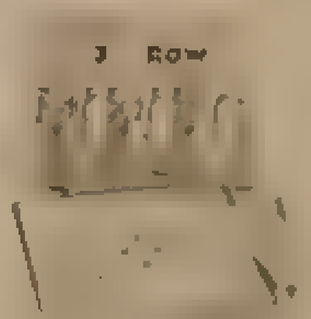
Children will love this modern age spinner game. Contains fascinating playing board and 4 plastic space ships.

Weight 3 Lbs. per Doz

STANDARD PACK: 3 Dozen
½ Dozen of each number
Shipping weight: 10½ Lbs.

OTHER PACKS: 3 Dozen
1 Dozen of 3 of the numbers, or any combination.

MINIMUM SHIPMENT 3 Doz.



No. 660 3 IN A ROW

An interesting and educational spinner game. Contains full color play board with metal spinner and 4 sets of game men

Weight 3 Lbs. per Doz.

REPRESENTATIVES AND SHOWROOMS

Ernest Nathan
200 Fifth Ave.
Room 1263
New York 10, N. Y.

Ree Ron Sales
Mdse. Mart
Room 14-121
Chicago 54, Ill.

Ray Langford Assoc
Sunset Bldg.
7441 Sunset Blvd
Los Angeles 46, Cal.

GET THE MAKATOY YEAR 'ROUND SELLERS

MAKATOY COMPANY • CHICAGO 22, ILLINOIS

3 eye-stoppers... *that give a boost to sales in any toy department*

FUN KIT No. 1551

An activity book that is really new! There are 8 14" x 10" full color pages chock full of games, tricks, masks, puzzles, and hats. All beautifully lithographed on cardboard and completely diecut.

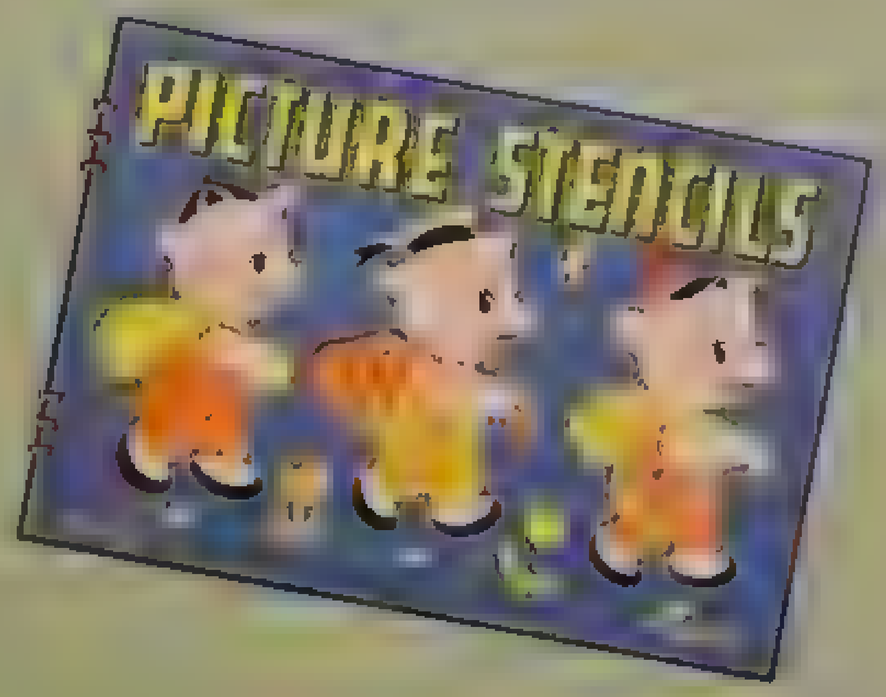
Suggested Retail. ... 29c
Packed: 6 Doz. to carton
Weight: 38 Lbs. per carton

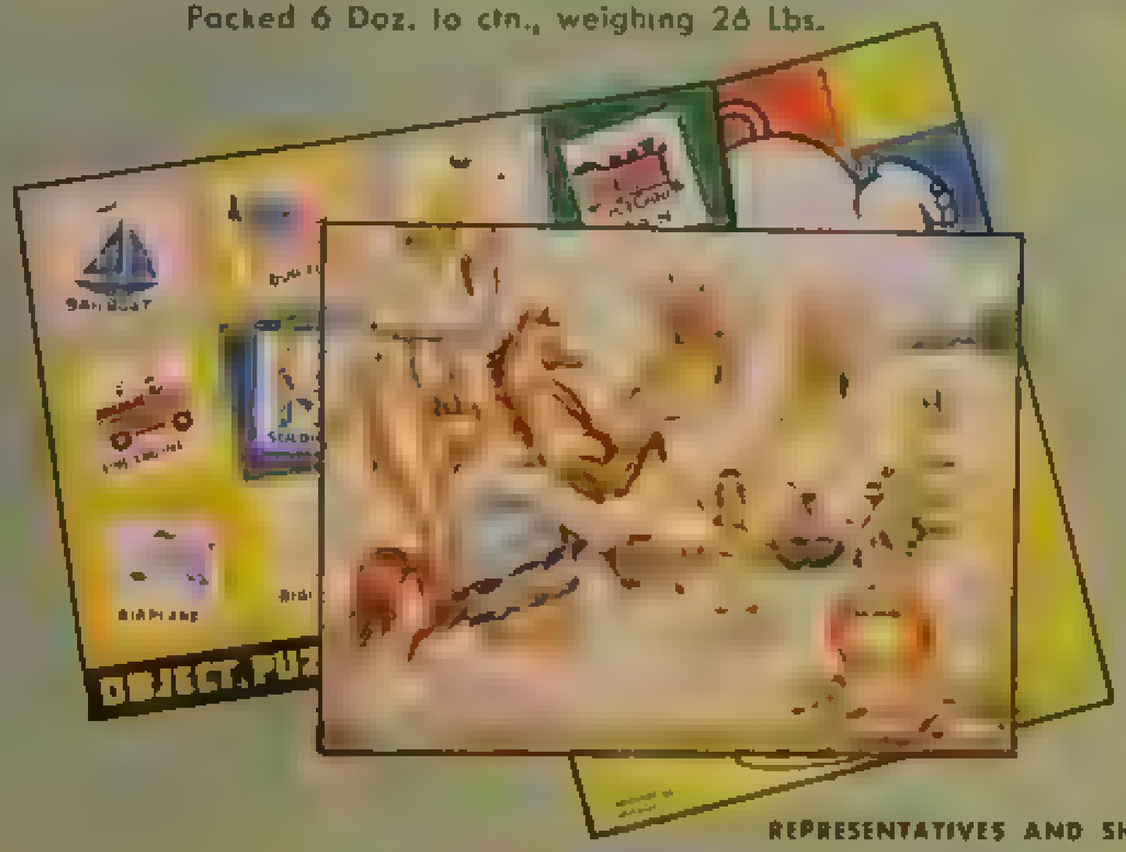
PICTURE STENCILS No. 1541

This attractive plastic bound item is more than a stencil book. The pushout section of each stencil is beautifully printed in full color to serve both as a coloring guide for the child and as a decorative pin up. Book contains eight pages plus blank paper.

Suggested Retail 29c

Packed 6 Doz. to ctn., weighing 26 Lbs.





PICTURE PUZZLES Series 1600

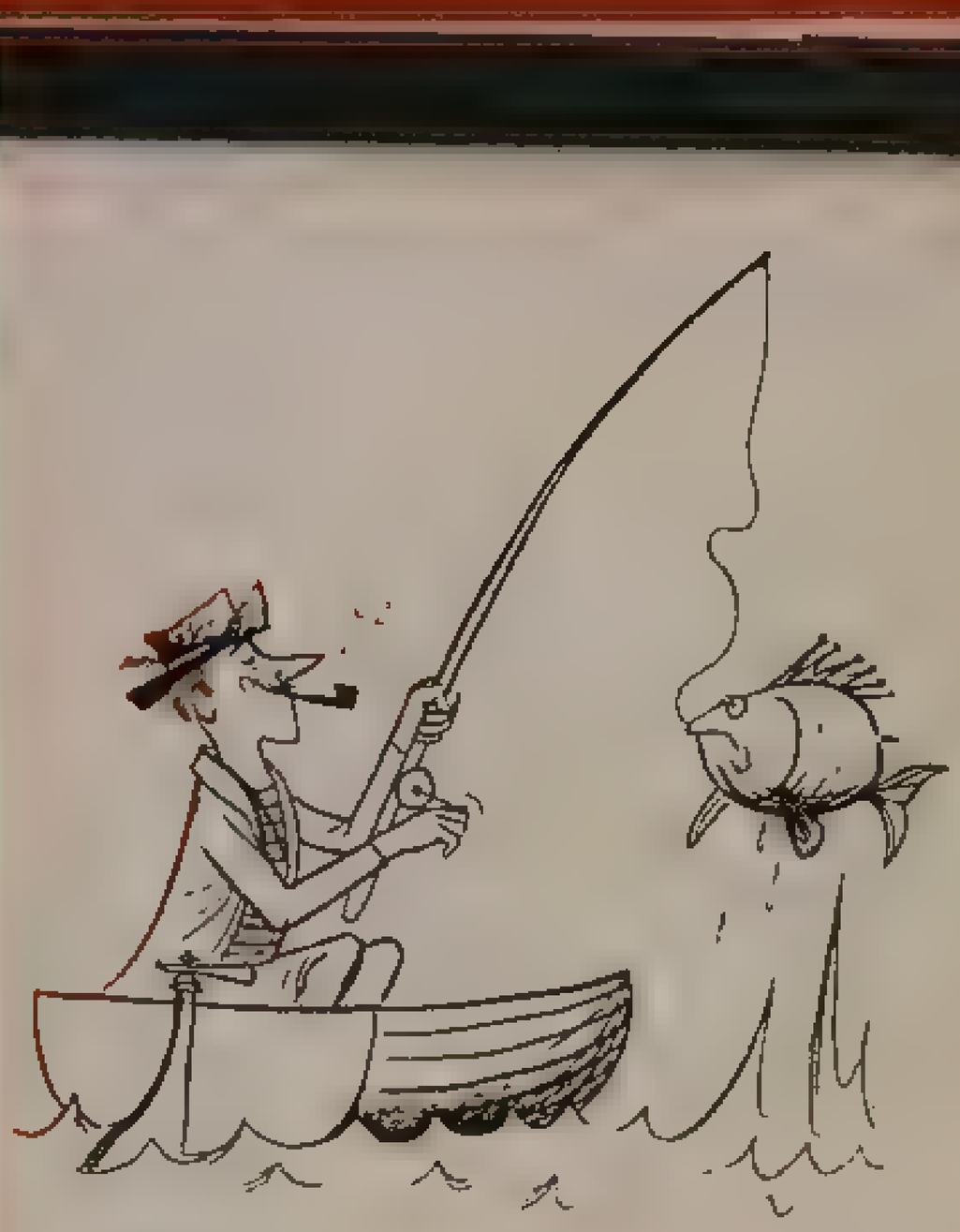
Eight new titles in this series! Made of extra heavy cardboard with beautiful and timely subjects, lithographed in full color. The assortment contains an even balance of pre-school and older children's puzzles. Large size, wrapped in moisture proof cellophane.

Packed 3 Dozen to carton. Weight 20 lbs. per carton

REPRESENTATIVES AND SHOWROOMS

Ernest Nathan 200 Fifth Ave. Room 1263 New York 10, N. Y.	Ree Ron Sales Mdse. Mart Room 14-121 Chicago 54, Ill.	Ray Langford Assoc. Sunset Bldg 7441 Sunset Blvd Los Angeles 46, Cal

MAKATOY COMPANY • CHICAGO 22, ILLINOIS



This
is
interest

This
is
ENTHUSIASM!

Mattel Toys

create ENTHUSIASM

Enthusiasm is interest raised to a buying pitch!

*Music
Action
Color

this year at the
NEW YORKER HOTEL
rooms 504-505-506-507

Mattel Incorporated

5432 WEST 102 STREET, LOS ANGELES 45, CALIF.

MAC MATTEL
The Happiest Kid in Town

NOW - your choice of America's most famous helicopters

The ONLY Authentic Scale Model Helicopters Available Anywhere

THE P

THE SIKORSKY

THE Hiller Hornet

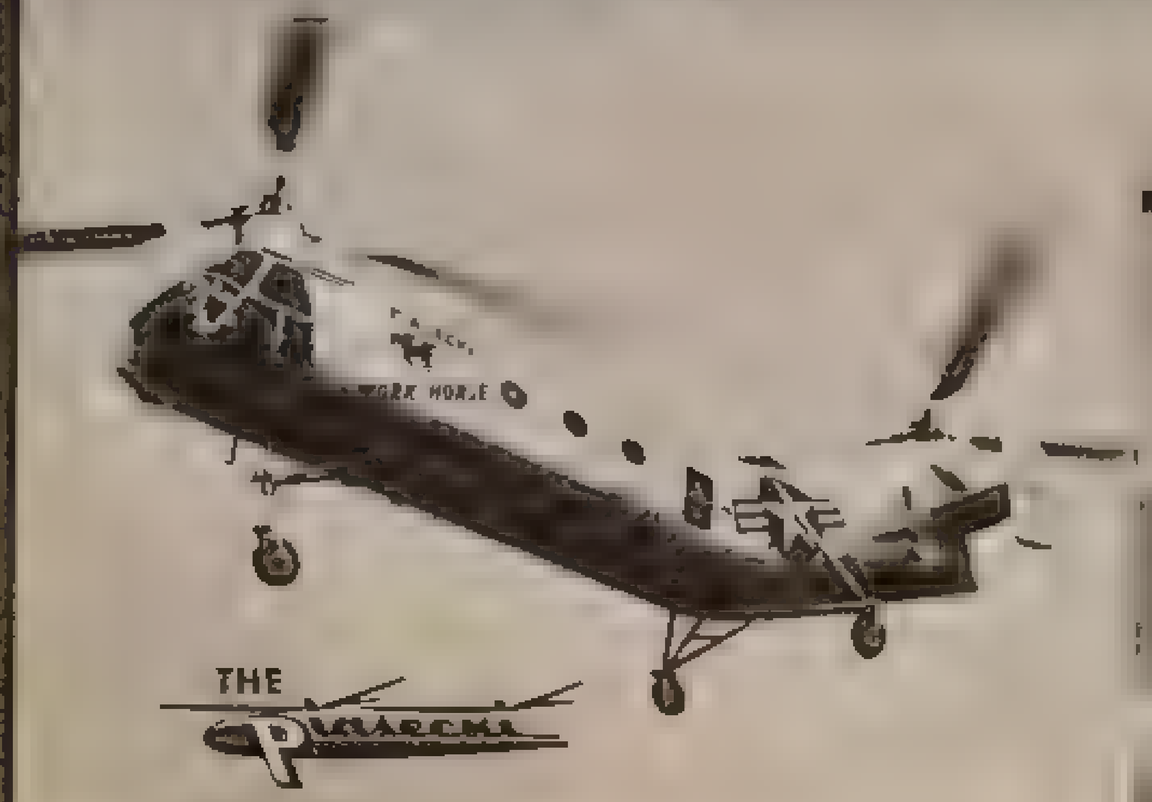
ONLY $2.49

Complete Kit with Display Stand

DEALER'S NAME HERE

Manufactured by
HELICOPTERS FOR INDUSTRY INC

2 NEW MODELS ADDED TO HELICOPTER LINE

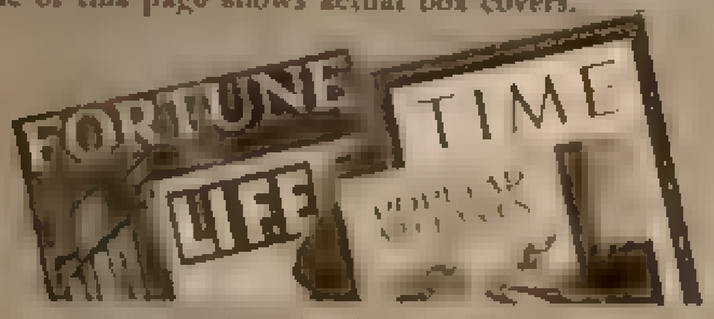


Helicopters for Industry bows to demand, fills the line started by the amazingly popular Hiller Hornet replicas

SELLING AIDS THAT ADD UP TO PROFITS!

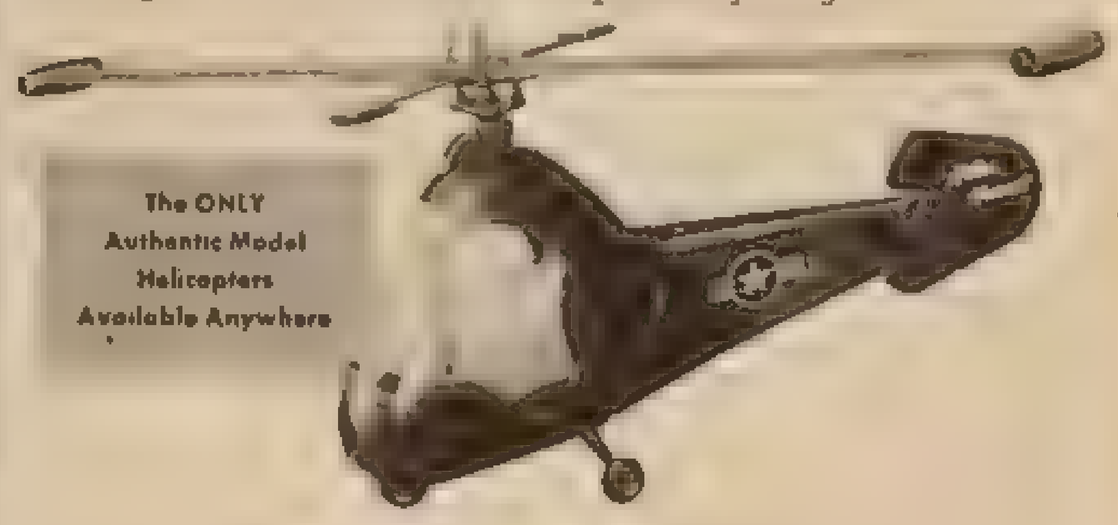
This is ADVERTISING! Our schedule of advertising in the nation's leading model publications will be seen by over 500,000 consumers each month it appears. There's real sales power behind these helicopters.

This is MERCHANDISING! First in the field with 4-color setup boxes for window, counter and shelf display. Dramatic illustrations of helicopters in action. Other side of this page shows actual box covers.



This is PUBLICITY! Month after month, feature stories in leading magazines and newspapers build interest in helicopters. Alert dealers will turn this interest into real profits by mailing the coupon today

Just a year ago, at last year's MIA show in fact, we introduced the Hiller Hornet helicopter model to America's hobbyists. What a year! Sales soared beyond our most optimistic expectations—we found we had one of the hottest models in the business. Today, to celebrate our one-year anniversary, we are presenting two more model helicopters, the *Piasecki* and the *Sikorsky*. And today we know what we could only hope for last year. Model helicopters will *sell*, sell fast, sell profitably for *you!*



The ONLY Authentic Model Helicopters Available Anywhere

MAIL THIS COUPON NOW

Helicopters for Industry, Inc., (Dept. M) 111 Cathedral Ave., Hempstead, N. Y.

This looks too good to miss. Please contact me immediately.

I am a dealer ☐, *a jobber* ☐

Name

Address

City Zone State

HELICOPTERS FOR INDUSTRY INC.
111 Cathedral Avenue • Hempstead, New York

New Monarch TRACTOR

LONGER LASTING

This massive New Monarch Tractor is authentic in design and detail and so ruggedly built it will easily support a 200 pound man! Has comfortable spring-mounted seat with adjustable feature

BRILLIANT FINISH BAKED-ON-ENAMELS

STURDILY CONSTRUCTED

CHRISTMAS TREE HOLDER

WIDE SPREAD LEGS

Heavy-ribbed widespread legs give exceptional ruggedness, excellent balance and make stand almost untippable. Will hold tree up to 5" diameter trunk

ADDED USE

Exclusive design water container keeps tree fresh and needles intact

MANUFACTURED BY

NEW MONARCH MACHINE & STAMPING CO.

DES MOINES, IOWA

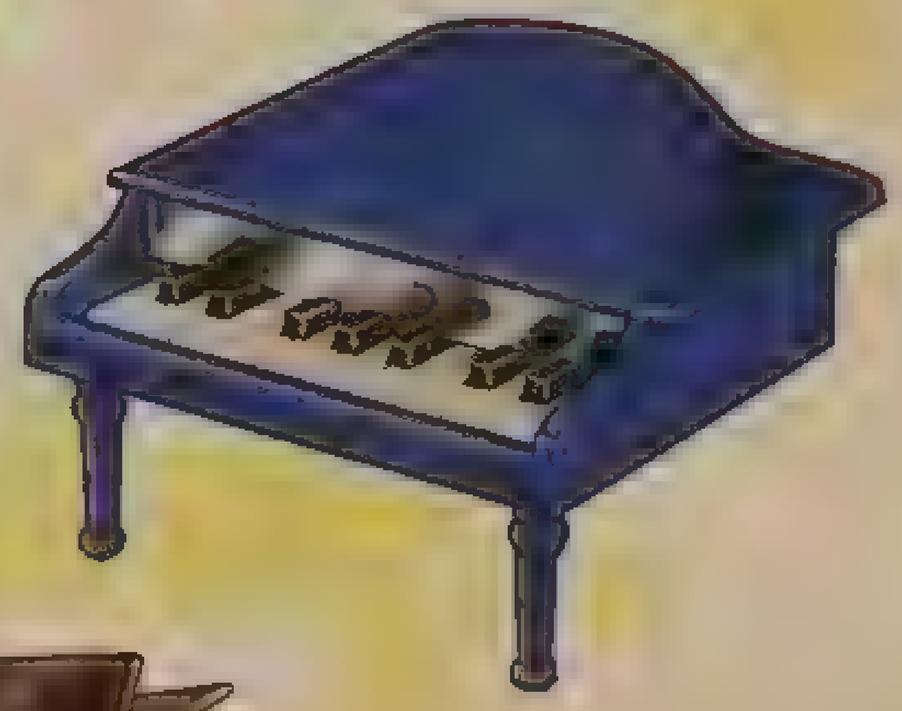
More beautiful than ever

Ely

Ely

MELLO-TONE

Chime Pianos



"FEATHER TOUCH"

Ely

› EYE APPEAL

New, distinctive "Modern American" styling. Rich, luxurious finishes.

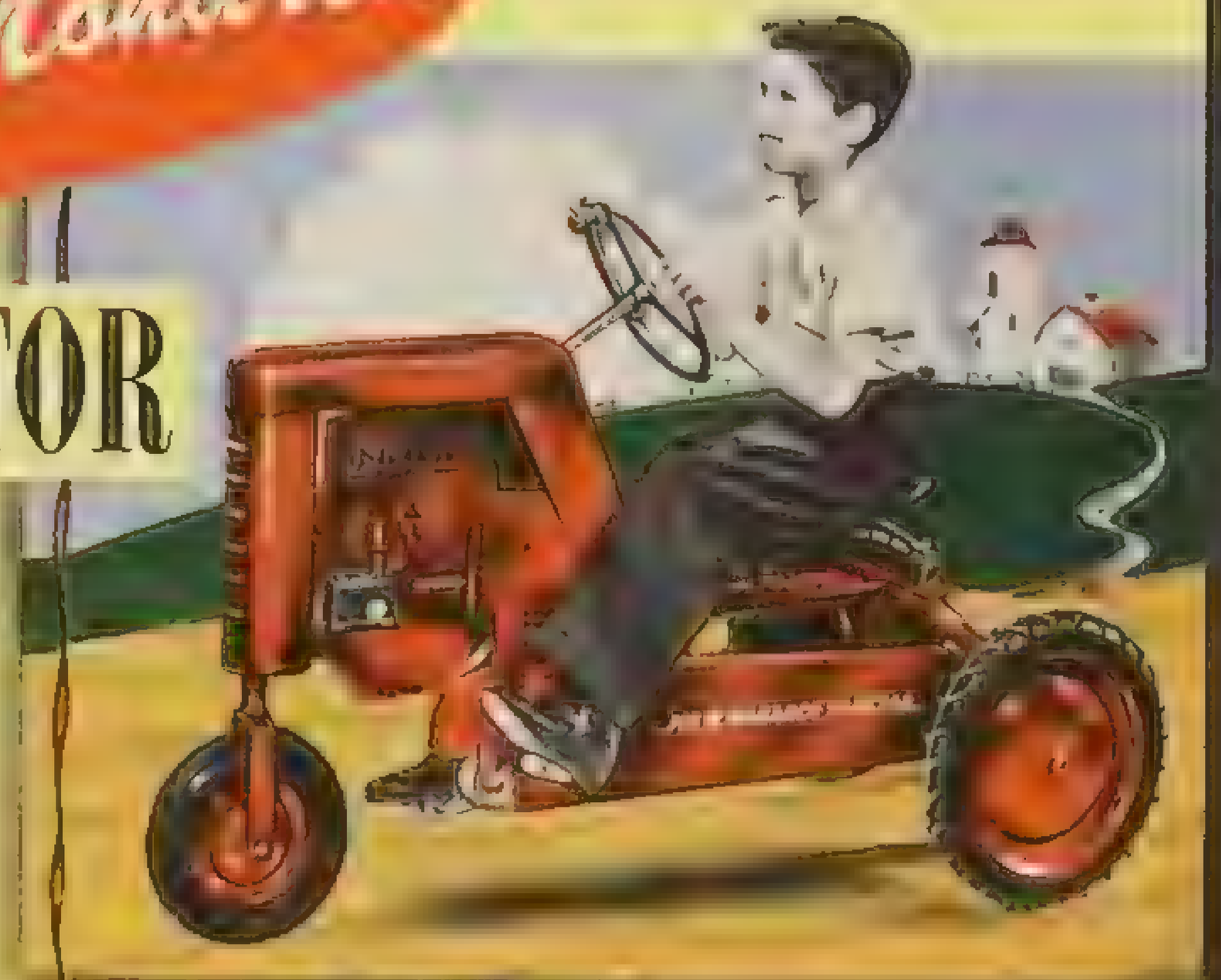
› EAR APPEAL

All Ely pianos are perfectly tuned with Ely's exclusive "MELLO-TONE" chime construction

Sole Sales Representatives
HENRY KATZ
INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N Y

MADE IN U.S.A. BY
THEO. J. Ely Manufacturing Company
GIRARD, ERIE COUNTY, PENNA.

New Monarch TRACTOR



LONG LASTING

This massive New Monarch Tractor is authentic in design and detail and so ruggedly built it will easily support a 200 pound man! Has comfortable spring-mounted seat with adjustable feature

BRILLIANT FINISH BAKED-ON-ENAMELS

STURDILY CONSTRUCTED

CHRISTMAS TREE HOLDER

[illegible] LEGS

Heavy-ribbed widespread legs give exceptional ruggedness, excellent balance and make stand almost untippable. Will hold tree up to 3" diameter trunk.

[illegible] CUP

Exclusive design water container keeps tree fresh and needles intact

MANUFACTURED BY

NEW MONARCH MACHINE & STAMPING CO.

DES MOINES, IOWA

More beautiful than ever

Ely

Ely

MELLO-TONE

Chime Pianos

"FEATHER TOUCH"

Action

EYE APPEAL

New distinctive "Modern American" styling. Rich, luxurious finishes

EAR APPEAL

All Ely pianos are perfectly tuned with Ely's exclusive "MELLO TONE" chime construction

Sole Sales Representatives
HENRY KATZ
INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

MADE IN U.S.A. BY
THEO. J. Ely Manufacturing Company
GIRARD, ERIE COUNTY, PENNA.

IT'S NEW!

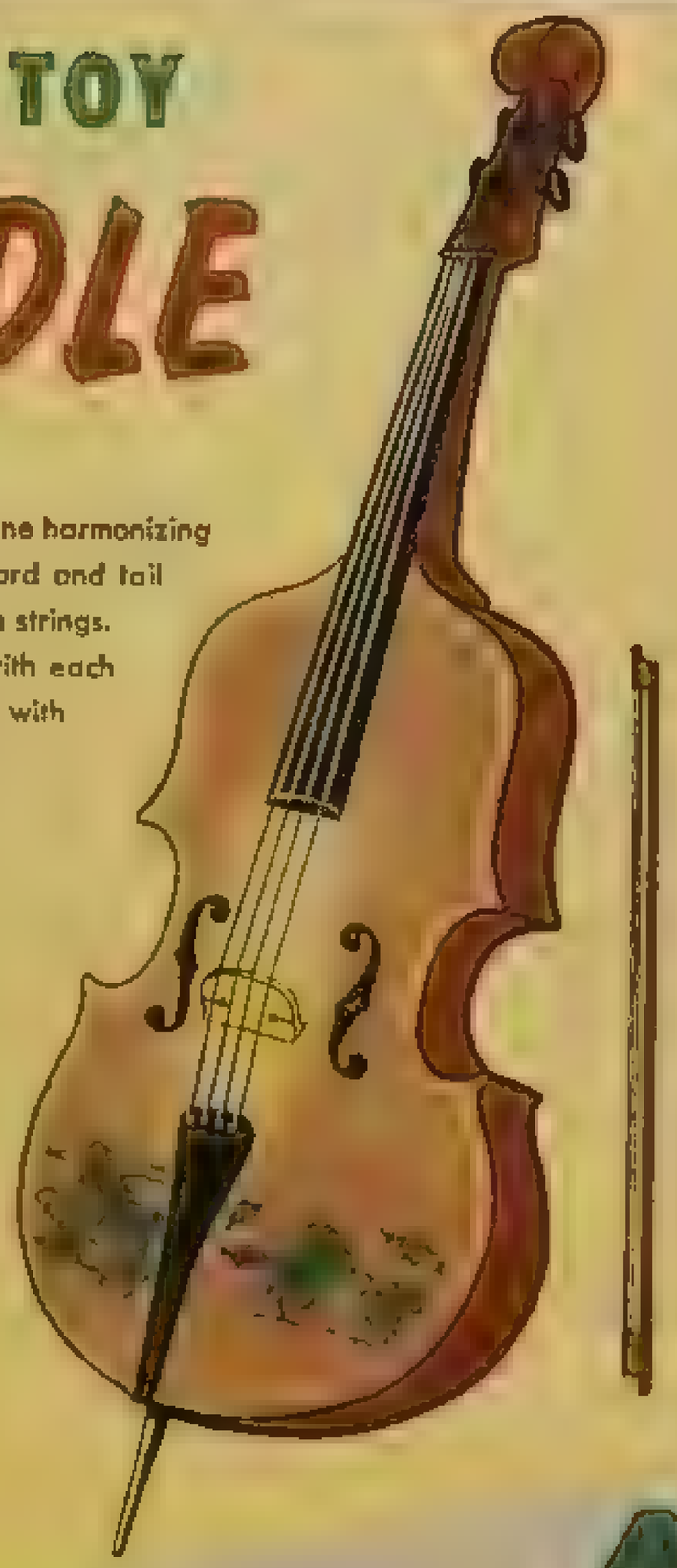
the Sell-sation TOY

BULL FIDDLE

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

Weight, 4½ lbs.
F.O.B. factory.

LENGTH 36"
DEPTH 3½"
WIDTH 12½"



HOTEL NEW YORKER Room 946

No. 99
Cowboy
Decorated
Bull Fiddle

No. 100
Regular
Bull Fiddle

A REAL PLAYING TOY VIOLIN

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

Length, 22" Depth, 2½" Width, 7½"
Weight 2 lbs. F.O.B. factory

No. 90
Cowboy
Decorated
Toy Violin

No. 91
Regular
Toy Violin

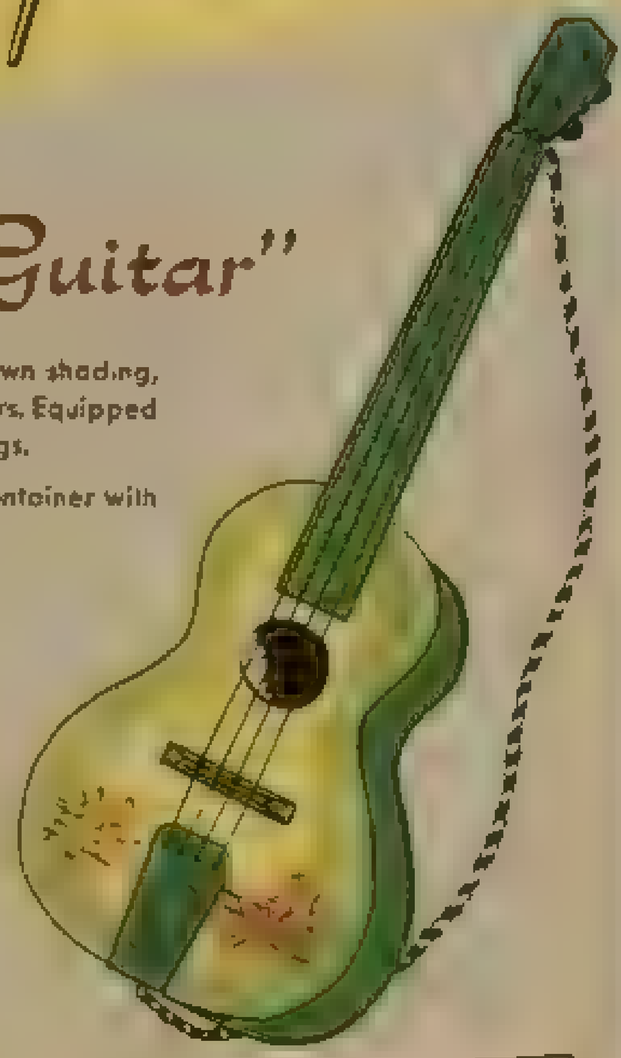
"Spanish Guitar"

Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon and steel strings.

Each packed in separate shipping container with instructions for tuning and playing.

Weight 2½ lbs. F.O.B. factory.

LENGTH 24"
DEPTH 2½"
WIDTH 9½"



No. 92 GREEN
No. 93 BROWN

JEFFERSON PHILADELPHIA TRADE MARK

BACKED BY YEARS OF EXPERIENCE IN MANUFACTURING TOY MUSICAL INSTRUMENTS

JEFFERSON
MANUFACTURING COMPANY
2433 N. ORIANNA ST., PHILA. 33, PA.

MAKE MUSIC IN YOUR CASH REGISTER

WITH FINE
MUSICAL TOYS

The Texan

A FULL SIZE GUITAR

Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon strings.

Each packed in separate shipping container with instructions for tuning and playing

LENGTH 35
DEPTH 3¾'
WIDTH 12¾''

No. 95 GREEN
No. 96 BROWN

Weight, 4½ lbs
F.O.B. factory

COWBOY UKULELE

Finished in attractive green color and decorated with two harmonizing colors. Equipped with latest nylon Ukulele strings. Each packed in separate box with instructions for tuning and playing

'ON THE RANGE'

No. 82

LENGTH 19''
DEPTH 2¼''
WIDTH 6½''

The Texan, Jr.

SAME AS ABOVE

LENGTH 30
DEPTH 3¼
WIDTH 11'

No. 97 GREEN
No. 98 BROWN

Weight 3½ lbs.
F.O.B. factory.

Packed two dozen in shipping carton—
weight 24 lbs. F.O.B. factory

JEFFERSON
PHILADELPHIA
TRADE MARK

BACKED BY YEARS OF EXPERIENCE IN MANUFACTURING
TOY MUSICAL INSTRUMENTS

JEFFERSON
MANUFACTURING COMPANY
2433 N. ORIANNA ST., PHILA. 33, PA.

Permanent Display at GEO. BORGFELDT CORP., 4460 E. 23rd St., New York 10, N. Y.

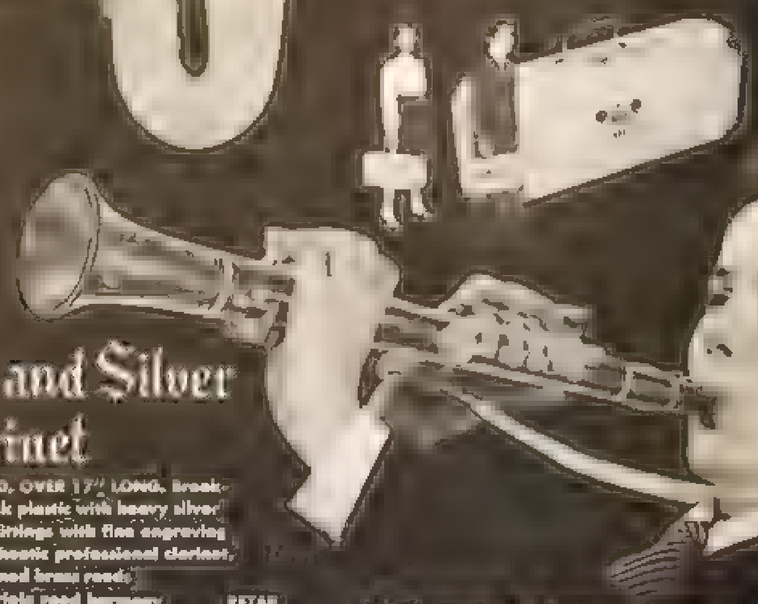
MUSICAL EMENEE TOYS

Silver Saxophone

★ NO LESSONS NEEDED. OVER 17" LONG. Heavy silver finish on break-resistant plastic. Fine engraving throughout like exclusive professional saxophone. 14 durable hand-tuned brass reeds (not only plays melody of all songs—but, 2 triple reeds automatically provide harmony cords.

Packed 1 doz. 28 lbs. F.O.B. L. I. City, N. Y.

RETAIL 5.98



Ebony and Silver Clarinet

★ NO LESSONS NEEDED, OVER 17" LONG. Break-resistant ebony black plastic with heavy silver finish on keys and fittings with fine engraving throughout like exclusive professional clarinet. 14 durable hand-tuned brass reeds (full scale, plus 2 triple reed harmony chords, plays countless songs).

Packed 1 doz. 33 lbs. F.O.B. L. I. City, N. Y.

RETAIL 3.98

★ Both complete with individual luggage carrying case, adjustable strap and hook, and music book containing many songs.

Emenee INDUSTRIES 200 Fifth Ave., New York 10, N. Y.

MUSICAL EMENEE TOYS

Golden S-L-I-D-E Trombone

★ NO LESSONS NEEDED. OVER 27" LONG. Combining heavy gold finish on break-resistant plastic with solid metal brass tubing. Fine engraving throughout like authentic professional trombone. 8 durable hand-tuned brass reeds (full scale, plus plays countless songs). Slide Operated Like True Professional Trombone—Different Notes Play as Slide Moves In and Out.

RETAIL 6.98

Packed 1 doz. 30 lbs. F.O.B. L. City, N. Y.

★ Complete with individual luggage carrying case, detachable music stand and music book containing many songs.

Emenee INDUSTRIES 200 Fifth Ave., New York 10, N. Y.

FAMOUS

Arthur Godfrey

UKE PLAYER

plus

FLAMINGO UKULELE

WITH THE NEW EMENEE

EXCLUSIVE SELF-TUNER

ONLY $4.98

PLAYER ALONE 98¢

Backed with extensive nation-wide advertising support

EMENEE

NEW!

HOWDY DOODY

UKE

another Emenee exclusive

Junior-Size Musical Instrument for Children 2 to 6

98¢

Finest quality ever offered at this fantastically low price!

ONLY $2.19 RETAIL

FULL PROFESSIONAL SIZE

WAI KI KI UKULELE

Exclusive with Emenee

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N. Y.

THE

Golden Trumpet

★ HEAVY GOLD PLATING ON PLASTIC! Over 13 inches long!

★ Brass Hand-Tuned Read Notes!

★ Complete With Individual "Luggage" Carrying Case, Detachable Music Stand, and Music Book, to Play Dozens of Bugle Calls, Marches and Songs!

MUSIC BY EMENEE TOYS

3.98

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N. Y.

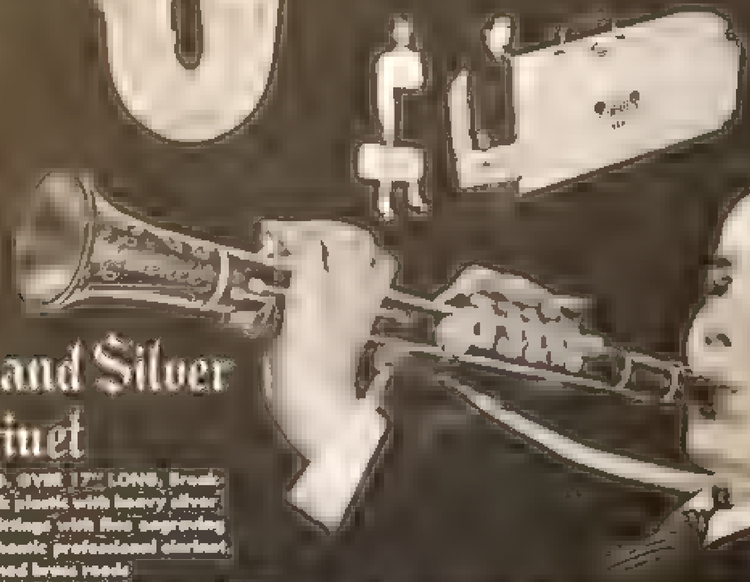
MUSICAL EMENEE TOYS

Silver Saxophone

★ NO LESSONS NEEDED. OVER 37" LONG. Heavy silver finish on break-resistant plastic. Fine engraving throughout like authentic professional saxophones. 14 durable hand-tuned brass reeds (not only plays melody of all songs—but, 2 triple reeds automatically provide harmony cords.

Packed 1 doz. 36 lbs. F.O.B. L.I. City, N.Y.

RETAIL 5.98 PRICE



Ebony and Silver Clarinet

★ NO LESSONS NEEDED. OVER 17" LONG. Break-resistant ebony black plastic with heavy silver finish on keys and fittings with fine engraving throughout like authentic professional clarinet. 14 durable hand-tuned brass reeds (full scale, plus 2 triple reed harmony chords — plays countless songs).

Packed 1 doz. 15 lbs. F.O.B. L.I. City, N.Y.

RETAIL 3.98 PRICE

★ Both complete with individual luggage carrying case, adjustable strap and hook, and music book containing many songs.

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N.Y.

MUSICAL EMENEE TOYS

Golden S-L-I-D-E Trombone

★ NO LESSONS NEEDED. OVER 37" LONG. Combining heavy gold finish on break-resistant plastic with solid metal brass tubing. Fine engraving throughout like authentic professional trombone. 8 durable hand-tuned brass reeds (full scale, plus 2 triple reeds plays countless songs!). Slide Operated Like True Professional Trombone— Different Notes Play on Slide Moves In and Out.

RETAIL 6.98 PRICE

Packed 1 doz. 30 lbs. F.O.B. L.I. City, N.Y.

★ Complete with individual luggage carrying case, detachable music stand and music book containing many songs.

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N.Y.

FAMOUS

Arthur Godfrey

UKE PLAYER

plus

FLAMINGO UKULELE

WITH THE NEW EMENEE

EXCLUSIVE SELF-TUNER

ONLY $4.98

With the same generous discount you enjoyed before!

PLAYER ALONE 98¢

Backed with extensive nation-wide advertising support!

EMENEE

NEW!

HOWDY DOODY

UKE

another Emenee exclusive

Jun or-Size Mus cal Instrument for Ch ldren 2 to 6

98¢

Finest quality ever offered at this fantastically ow price

ONLY $2.19 RETAIL

PROFESSIONAL SIZE

WAI KI KI UKULELE

Exclus ve with Emenee

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N. Y.

THE

Golden Trumpet

★ HEAVY GOLD PLATING ON PLASTIC! Over 13 inches long!

★ Seven Hand-Tuned Reed Notes!

★ Complete With Individual "Luggage" Carrying Case, Detachable Music Stand and Music Book, to Play Dozens of Bugle Calls, Marches and Songs!

3.98

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N. Y.

11 10 9 8 7 6 5 4 3 2 1 0
18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

IT'S NEW!

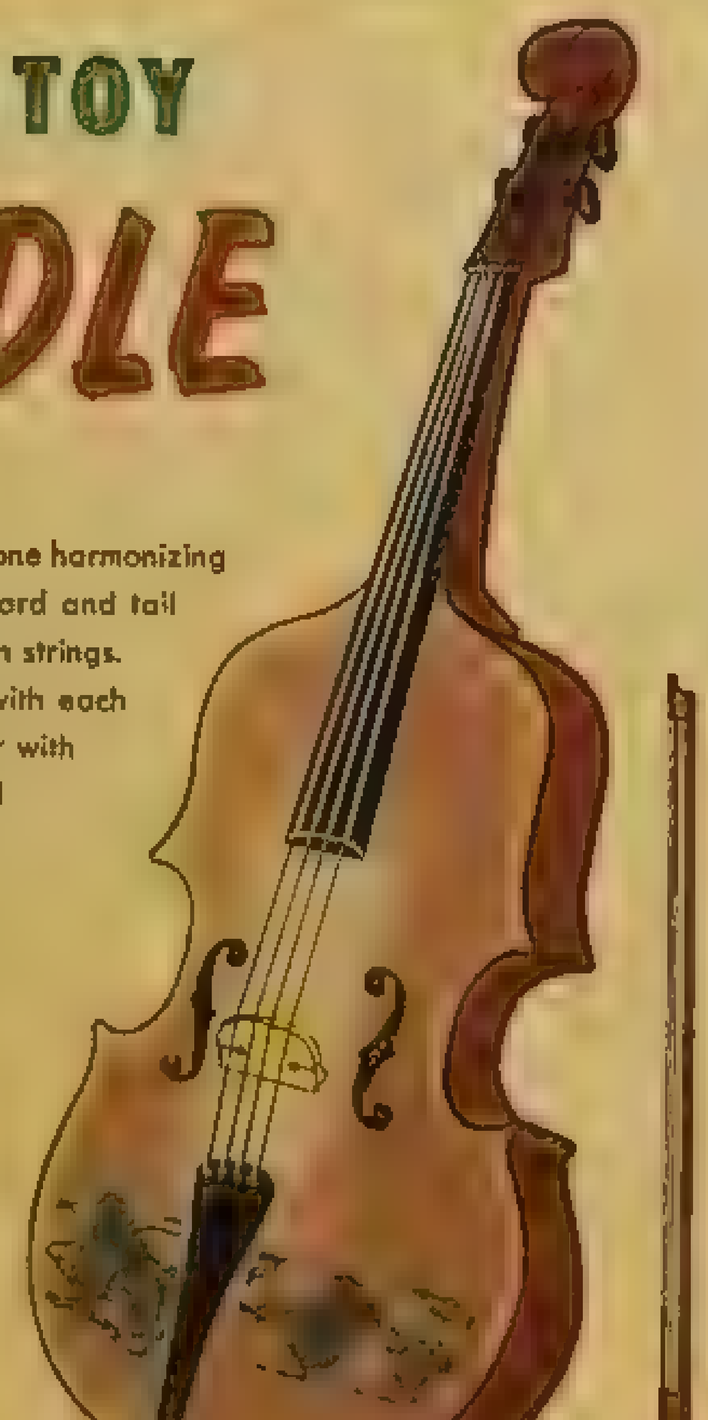
the Sell-sation TOY

BULL FIDDLE

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

Weight, 4½ lbs.
F.O.B. factory.

LENGTH 36"
DEPTH 3½"
WIDTH 12⅓"



HOTEL NEW YORKER Room 946

No. 99
Cowboy
Decorated
Bull Fiddle

No. 100
Regular
Bull Fiddle

A REAL PLAYING TOY VIOLIN

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

Length, 22" Depth, 2⅞ Width 7½"
Weight 2 lbs. F.O.B. factory

No. 90
Cowboy
Decorated
Toy Violin

No. 91
Regular
Toy Violin

"Spanish Guitar"

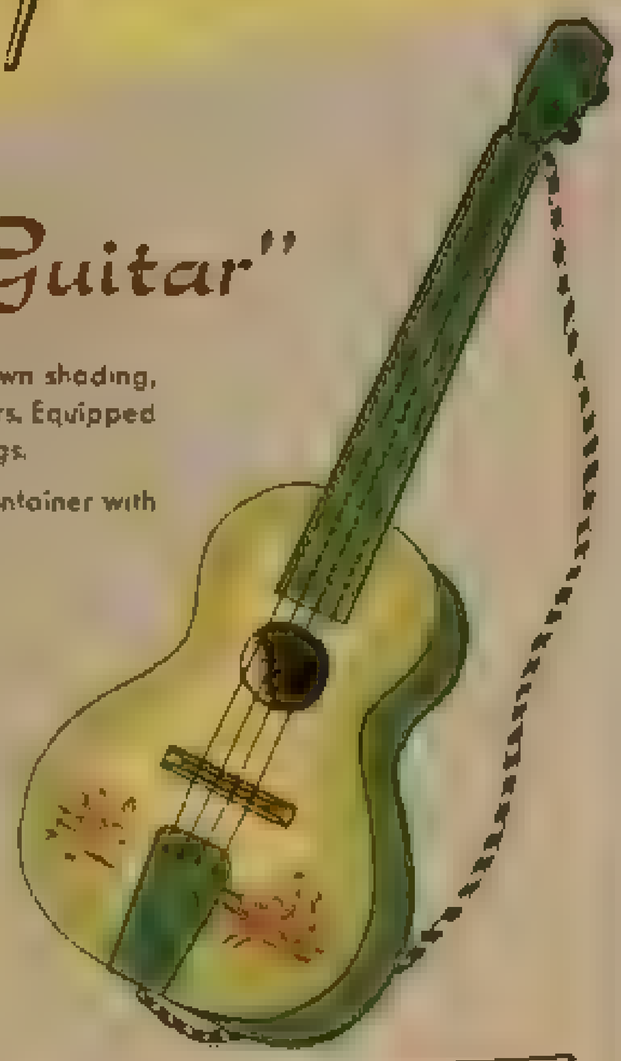
Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon and steel strings.

Each packed in seperate shipping container with instructions for tuning and playing.

Weight 2⅓ lbs. F.O.B. factory.

LENGTH 24"
DEPTH 2⅓"
WIDTH 9½"

No. 92 GREEN
No. 93 BROWN



BACKED BY YEARS OF EXPERIENCE IN MANUFACTURING TOY MUSICAL INSTRUMENTS

JEFFERSON
MANUFACTURING COMPANY
2433 N. ORIANNA ST., PHILA. 33, PA.

JEFFERSON PHILADELPHIA

MAKE MUSIC IN YOUR CASH REGISTER

WITH FINE
MUSICAL TOYS

The Texan

A FULL SIZE GUITAR

Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Equipped with the latest nylon strings.

Each packed in separate shipping container with instructions for tuning and playing.

LENGTH 35
DEPTH 3¾'
WIDTH 12¾'

No. 95 GREEN
No. 96 BROWN

Weight, 4½ lbs
F.O.B. factory

COWBOY UKULELE

Finished in attractive green color and decorated with two harmonizing colors. Equipped with latest nylon Ukulele strings. Each packed in separate box with instructions for tuning and playing.

"ON THE RANGE"

No. 82

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

The Texas, Jr.

SAME AS ABOVE

LENGTH 30 '
DEPTH 3¼"
WIDTH 11"

No. 97 GREEN
No. 98 BROWN

Weight 3½ lbs.
F.O.B. factory.

JEFFERSON PHILADELPHIA
TRADE MARK

Packed two dozen in shipping carton—
weight 24 lbs. F.O.B. factory

BACKED BY YEARS OF EXPERIENCE IN MANUFACTURING
TOY MUSICAL INSTRUMENTS

JEFFERSON
MANUFACTURING COMPANY
2433 N. ORIANNA ST., PHILA. 33, PA.

Permanent Display at GEO. BORGFELDT CORP., 4460 E. 23rd St., New York 10, N. Y

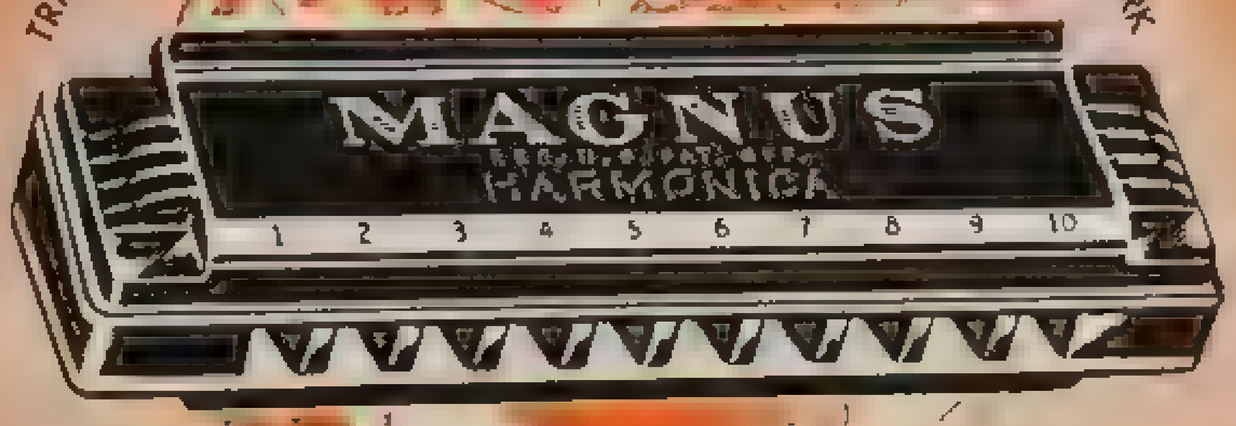
"SWING-A TUNE"

"HARMONICAS"

"ACCORDIONS"

MAGNUS

TRADE MARK



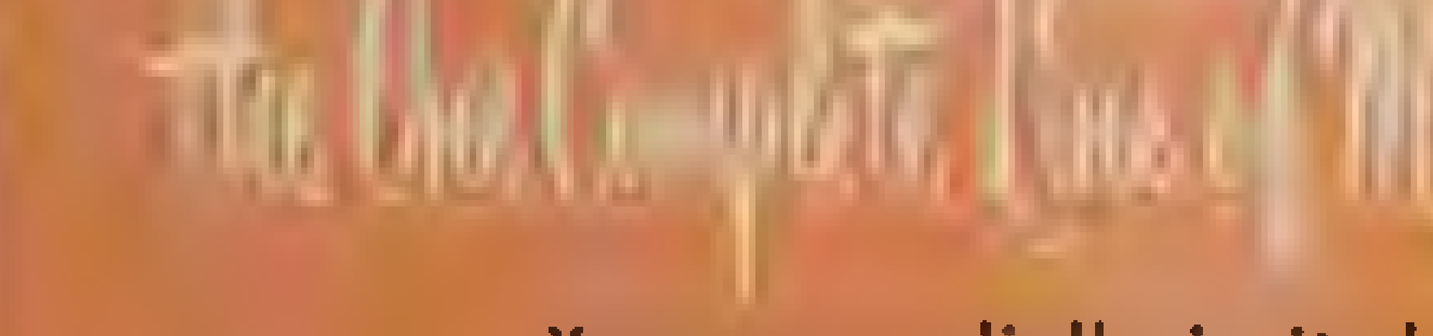
"PLAYED THE WORLD OVER"

"KEYMONICAS"

"HORN HARMONICA"

The Most Complete Line of Musical Toys

You are cordially invited to visit with us and see our NEW, MUSICAL ITEMS for 1953 . . . . . .



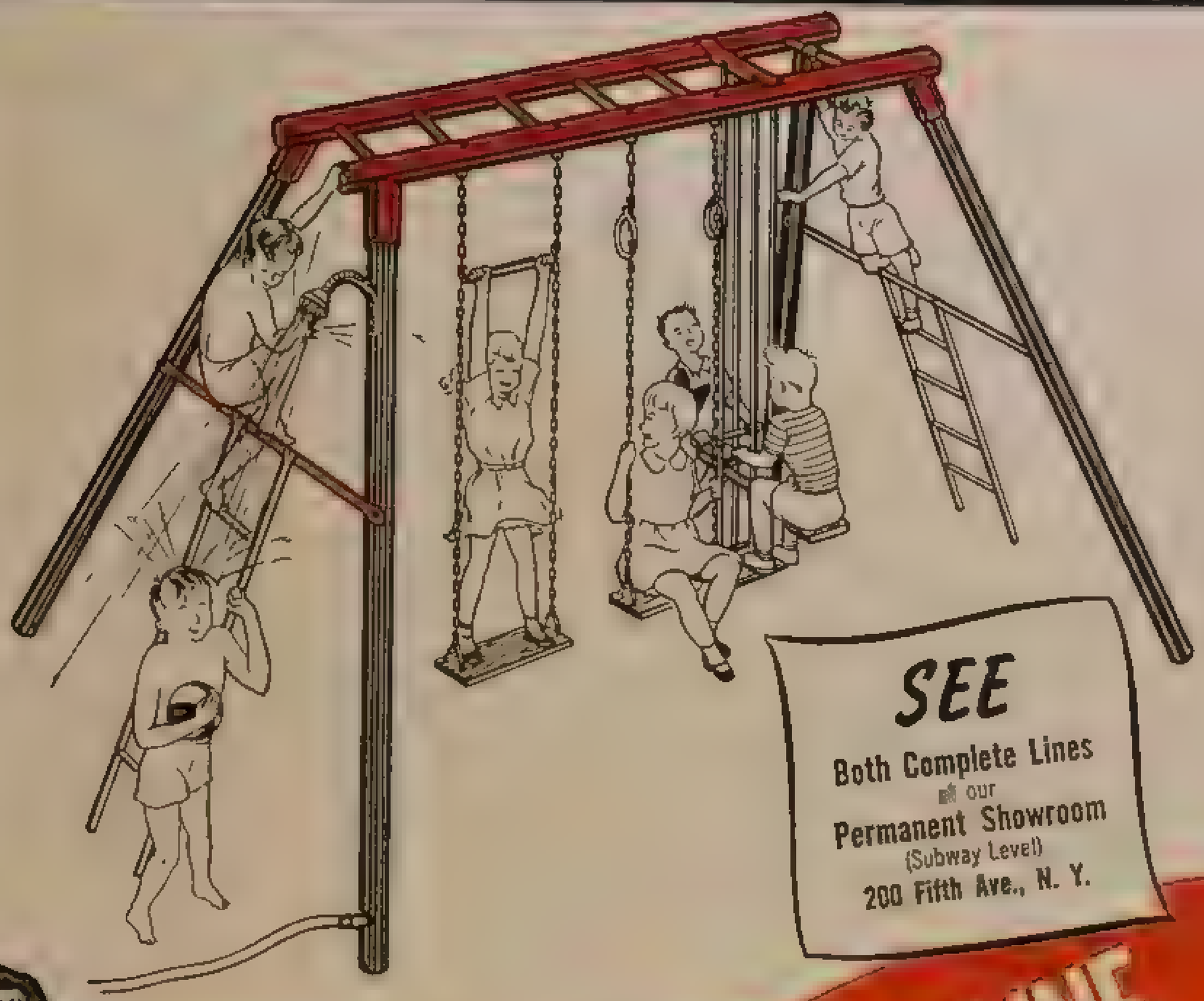
#1510
Electric
Portable Organ

#5200
Electric
Self-Player
Organ

#300
Musical
Kiddie Kit

MAGNUS

TOY EXHIBIT:
Room 630-631, 6TH floor
HOTEL NEW YORKER



SEE
Both Complete Lines
at our
Permanent Showroom
(Subway Level)
200 Fifth Ave., N. Y.

Mr. Sales Clerk
states, "They sell easy . . . they're good-looking, and sturdy . . . have fine customer acceptance!"

AMERICA'S FINEST GYM LINE

GYM GEMS
offer
3 COLOR BAKED ENAMEL
HEAVY WELDED STEEL TUBING
FURNITURE FINISH WOOD SEATS
PLATED HARDWARE and
1000 lb TEST CHAINS
PACKING THAT REALLY PROTECTS!
get
LOW COMPETITIVE PRICES!

Mr. and Mrs. Consumer
confirm that, "They're well built, SAFE, and can absorb long years of abuse!"

SEE 'EM ALL AT OUR SHOWROOM

for PLAYGYMS it's

Stelson MFG. CORP.
200 FIFTH AVENUE, NEW YORK 10, N. Y.
A DIVISION OF STELBER CYCLE CORP

"CONSULTANT"

The Front Line Story of Martin Systems Engineering

You don't talk to this man about theories of aerodynamics or blue-sky plans for tomorrow's conquests of space. He's boot-high in the mud and bloody reality of today.

With this man, it has to work and work now. "Yeah," he says, "it's good." Or else he says, "The heil with it."

Today, this man is a technical consultant on everything we're doing at The Glenn L. Martin Company. He's at every proving ground, at every launching of a new aircraft, guided missile or electronic weapon.

And he's seeing the results of an entirely new top-security operation known as MSE—Martin Systems Engineering in which aircraft are designed, not as today's flying vehicles, but as the co-ordinated and controlled spaceborne systems of tomorrow.

This man must give the nod—or else. And he has, on a rapid succession of major MSE developments that are under security wraps. But he can tell you that—

You will hear more about Martin!

Martin AIRCRAFT

THE GLENN L. MARTIN COMPANY
BALTIMORE · MARYLAND

NEW DC-7's GO SKYDROL!

Monsanto Fire-Resistant Hydraulic Fluid Specified For *All* DC-7's On Initial Orders

Planes for AMERICAN, DELTA-C&S, NATIONAL and UNITED will carry Skydrol in either the hydraulic system or cabin supercharger transmission, or both.

Skydrol is now being used by 18 major airlines. Here are the reasons for this wide and growing acceptance:

SKYDROL is fire-resistant . . . the *only* such fluid which can be used in both cabin supercharger transmission and hydraulic system, as well as oleo struts.

SKYDROL has double the lubricity of conventional hydraulic fluids.

SKYDROL extends the service life of hydraulic components, cuts maintenance costs.

SKYDROL is nontoxic . . . noncorrosive . . . stable at required operating temperatures and pressures.

Skydrol, Reg. U. S. Pat Off

ASK for new charts on pump replacement rates, Skydrol vs. mineral oil. They will be sent to you with this book. Write Monsanto Chemical Company, Organic Chemicals Division, 800 North Twelfth Blvd., St. Louis 1, Missouri.

MONSANTO
CHEMICALS — PLASTICS

SERVING INDUSTRY...WHICH SERVES MANKIND

UP THERE WITH THE BIG NAMES

Flies With SKYDROL

KLM Royal Dutch Airlines is an experienced user of Skydrol, Monsanto's fire-resistant hydraulic fluid.

Skydrol is now specified by 18 major air lines. Here are the reasons for this wide and growing acceptance:

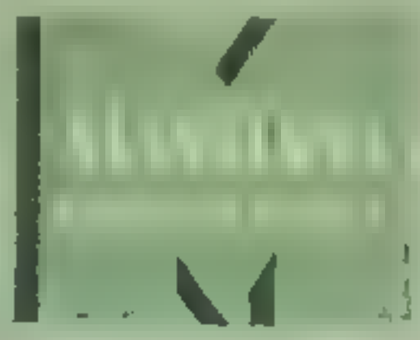
● **Skydrol** is fire-resistant . . . the *only* such fluid which can be used in most hydraulic applications on your airplane.

● **Skydrol** has double the lubricity of conventional hydraulic fluids. Two million hours of service bear out this fact.

● **Skydrol** extends the service life of hydraulic components, cuts maintenance costs.

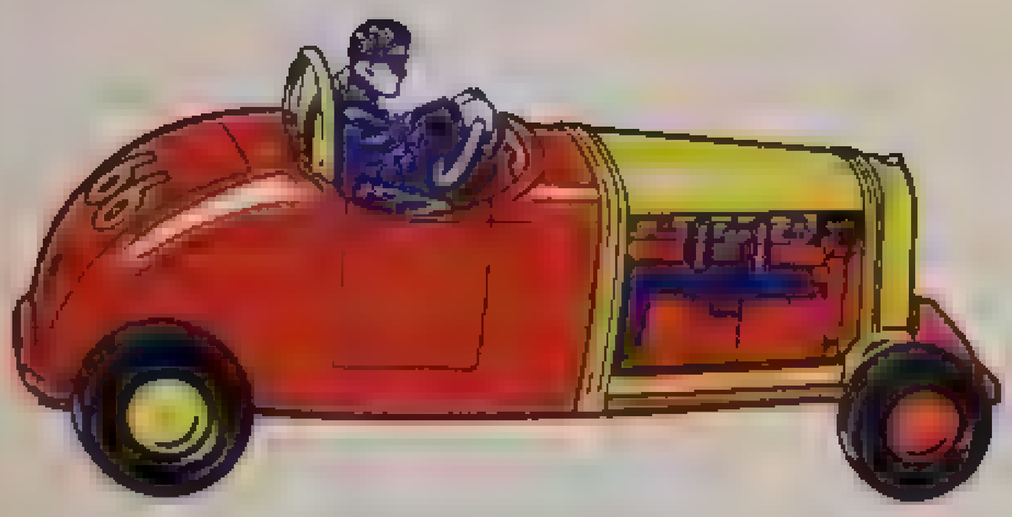
● **Skydrol** is nontoxic . . . noncorrosive . . . stable at required operating temperatures and pressures.

***THIS BOOK** contains complete specifications and technical data on Skydrol. For your copy, write: Monsanto Chemical Company, Organic Chemicals Division, 800 North Twelfth Blvd., St. Louis 1, Mo.* *Skydrol, Reg U. S. Pat. Off.*



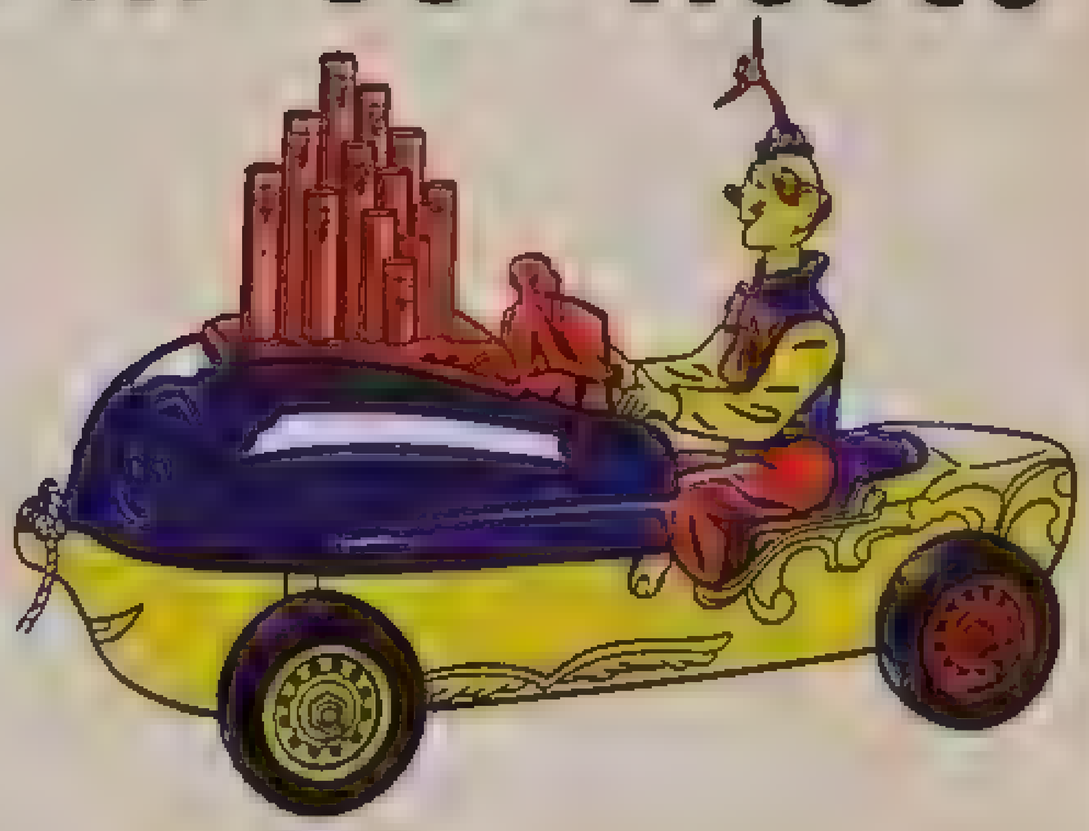
SERVING INDUSTRY . . . WHICH SERVES MANKIND

the TOYS to see for '53—NOSCO



ROARING ROADSTER No. 6645

A fast friction motor toy
with removable hood
Individually packaged.

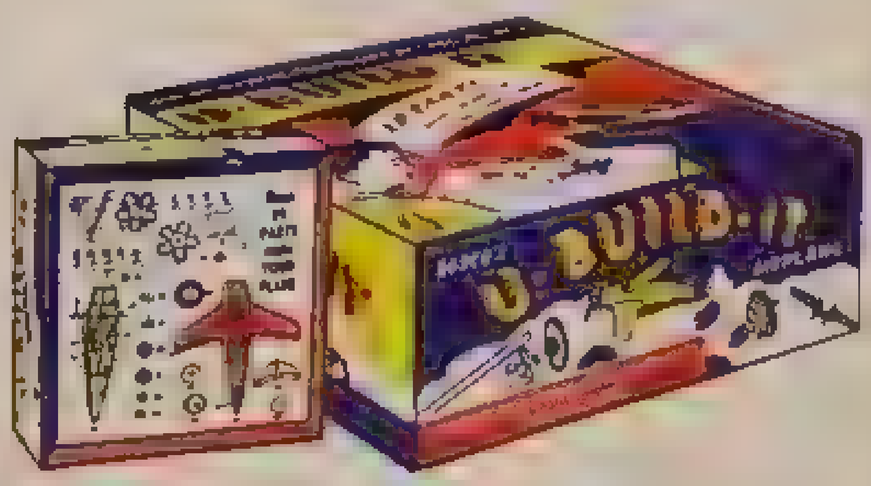


HAPPY HARRY No. 6500

A musical action pull toy
individually packaged.

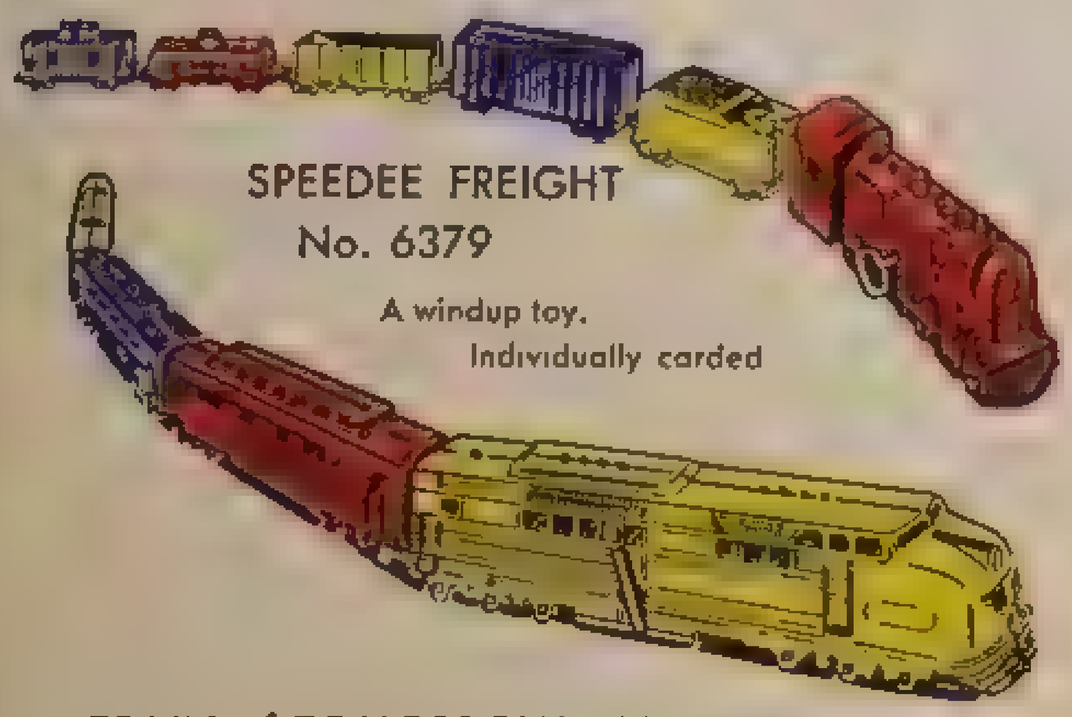
LOONEY LOCO No. 6650

A wiggly action pull toy.
Individually packaged.



AIRPLANE U-BUILD-IT KIT No. 6555

A 29 part kit to build
airplane with friction
motor and visible engine
Complete instructions
Individually packaged.



SPEEDEE FREIGHT
No. 6379

A windup toy.
Individually carded

TRAIN of TOMORROW No. 6322

A windup toy. Individually carded

HOT ROD U-BUILD-IT KIT No. 6492

A 44 part kit to build
hot rod with friction
motor and visible engine
Complete instructions.
Individually packaged

VISIT OUR NEW SHOWROOMS

ROOM 263
FIFTH AVE. BLDG.

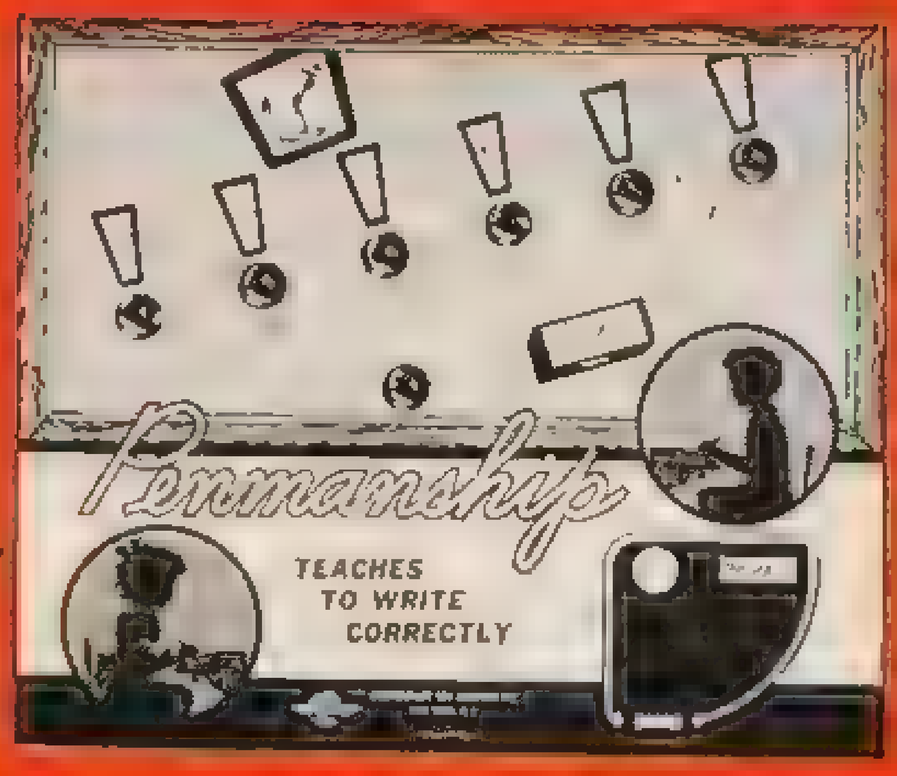
ROOM 723
HOTEL NEW YORKER

Nosco PLASTICS ERIE, PA.

NEW YORK SHOWROOM 200 FIFTH AVENUE

Address all correspondence to Erie, Pa.

Send for catalog of complete line



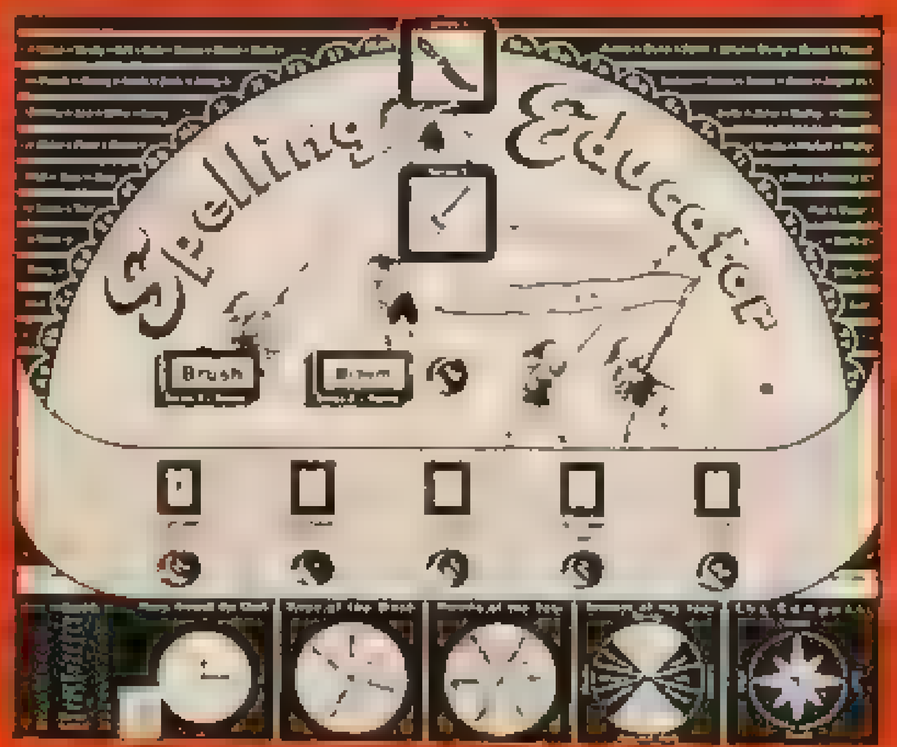
New!

PENMANSHIP

Wonderfully different!
Startlingly new!
Teaches to write correctly.
This exciting toy will delight youngsters and parents alike!
Beautifully packaged!

Our No. 408

Retails 1.79



New!

SPELLING EDUCATOR

For Early School Age-Group 6 to 9

SPELLING EDUCATOR of 1953 is by far the best on the market.

An eye-catching masterpiece. See it — by all means!

Our No. 381

Retails 1.59

AUTOMATIC SPELLER

Age-Group 3 to 7

Latest method in education — A tested powerful year 'round seller.

Our No. 384 Retails 1.99

JUNIOR ARITHMETIC

Various features teach as they amuse and entertain.

A tested finest year 'round seller.

Our No. 93 Retails 1.49

Waiting for you... Room 722 HOTEL McALPIN

• • •

...Our great new 1953 series of educational games!

• • •

JOBBERS

We urge you to see us

We offer you:

A profitable set-up
A line you will be proud to sell

MASTERCRAFT TOY CO. Inc. 19 WEST 24th ST., NEW YORK 10, N. Y.

MANUFACTURERS OF DISTINCTIVE TOYS

trial Management Society Nov. 5-7, Sheraton Hotel, Chicago, are now available including complete transcripts of talks. Price for 168-page publication is $4. Write Industrial Management Society, 35 E. Wacker Drive, Chicago 1.

New Frontiers is a new twice-yearly house organ being published by the Garrett Corp. First issue includes articles on pressure pattern flying, executive aircraft and economics of pressurized flight by airlines. Write The Garrett Corp., 9851 Sepulveda Blvd., Los Angeles 45.

Annual report of Armour Research Foundation of Illinois Institute of Technology covers work being done in more than 40 different fields, including titanium, electronics, instrumentation and powerplants, among others. Write the Foundation at 35 W. 33d St., Chicago 16.

New Addresses

General Electric Co. has opened a new Aviation Division office at 207 Post Office Building, Midwest City, Okla., to maintain close liaison with USAF maintenance and supply groups in the Oklahoma City area. J. P. McLain will manage the office assisted by R. J. Bentson and C. L. Cotton

Ciba Co., Inc., has set up a sales and technical service unit to take care of sales and information concerning Araldite plastics at 325 W. Huron St., Chicago 10, Ill. Joseph B. Durra is in charge.

Robert Hewitt Associates is a new consulting firm to handle twin-engine executive aircraft business, with temporary quarters at 315 North Murray Ave., Ridgewood, N. J. The firm is conducting a survey to determine the potentials and requirements for a proposed twin-engine business plane. Hewitt has sold all his stock interest and resigned as president of Mallard Air Services, Inc., Teterboro Airport, N. J., and Mallard Industries, Inc., Bridgeport, Conn. D. A. Peterson, formerly production conversion plant manager for Mallard Industries, has joined Robert Hewitt Associates.

Irving Air Chute Co. has moved its main offices from Buffalo, N. Y., to Lexington, Ky. The Irving plant in Buffalo is still active.

Telling the Market

A 32-page **brochure** detailing aluminum, glass fabric, stainless steel and cotton fabric honeycomb core for sandwich construction is available from Hexcel Products Co., 951 61st St., Oakland 8, Calif.

Brochure describing products and services for sealing bolts, studs, rivets, AN fittings, access doors, hatch covers, flanges and electric terminals is avail-

Take leadership and participate in America's Premier Aviation Event —the first truly national and completely integrated exposition of American Aviation.

This Mammoth, colorful and dramatic presentation will feature both **air** and **ground** exhibits of the latest developments in personal, commercial and military craft and components.

National Aircraft Show is the first major show in recent years to carry the endorsement for industrial exhibits of the Aircraft Industries Association.

Here, as at no other time or place, industry in cooperation with the U. S. government will show the scope and complexity of air power in every aspect.

The results of man's vast creative energies will be displayed in a magnificent setting at Dayton's Municipal Airport. It will embrace personal and commercial craft, engines, instruments, accessories, safety devices, equipment and developments of like nature—along with Army, Navy, Marine and U. S. Air Force planes, helicopters, navigation equipment, safety devices, radar and exhibits of air research projects and educational developments.

This show will pay a fitting tribute to the Wright brothers on the Fiftieth Anniversary of Powered Flight. It will provide a common meeting place for the nation's air-minded public and all components of private, commercial and military aviation. It will be produced on a scale never before attempted.

For floor plan diagrams, exhibit space contracts, ticket information and complete details write—Benjamin T. Franklin, General Manager, NATIONAL AIRCRAFT SHOW, 400 Union Commerce Bldg., Cleveland 14, Ohio.

ohio sesqui-centennial 1803-1953

Sponsored by Air Foundation and Dayton Chamber of Commerce
Sanctioned by the NAA. Held under rules of the F. A. A.
Endorsed for Exhibits by the Aircraft Industries Association

YOU'LL LIKE THE FASTER NORTH COAST LIMITED

New Fast Schedule
—NORTH COAST LIMITED

WESTBOUND

Lv	Chicago	11:30 am
	St. Paul	6:30 pm
	Minneapolis	7:00 pm
	Fargo	11:25 pm
	Bismarck	2:49 am
Ar	Glendive	5:57 am
	Miles City	7:29 am
	Forsyth	8:27 am
	Billings	10:23 am
	Livingston	12:30 pm
	Bozeman	1:25 pm
	Helena	4:05 pm
	Butte	3:58 pm
	Missoula	6:20 pm
	Spokane	10:45 pm
	Yakima	3:20 am
	Portland	7:30 am
	Tacoma	8:00 am
	Seattle	8:00 am

EASTBOUND

Lv	Seattle	1:15 pm
	Tacoma	12:55 pm
	Portland	3:00 pm
	Yakima	5:50 pm
	Spokane	10:30 pm
	Missoula	5:00 am
	Butte	7:20 am
	Helena	7:10 am
	Bozeman	10:02 am
	Livingston	10:51 am
	Billings	12:58 pm
	Forsyth	2:49 pm
	Miles City	3:42 pm
	Glendive	5:15 pm
	Bismarck	10:19 pm
	Fargo	1:47 am
Ar	Minneapolis	6:10 am
	St. Paul	6:40 am
	Chicago	1:45 pm

...for comfortable travel West

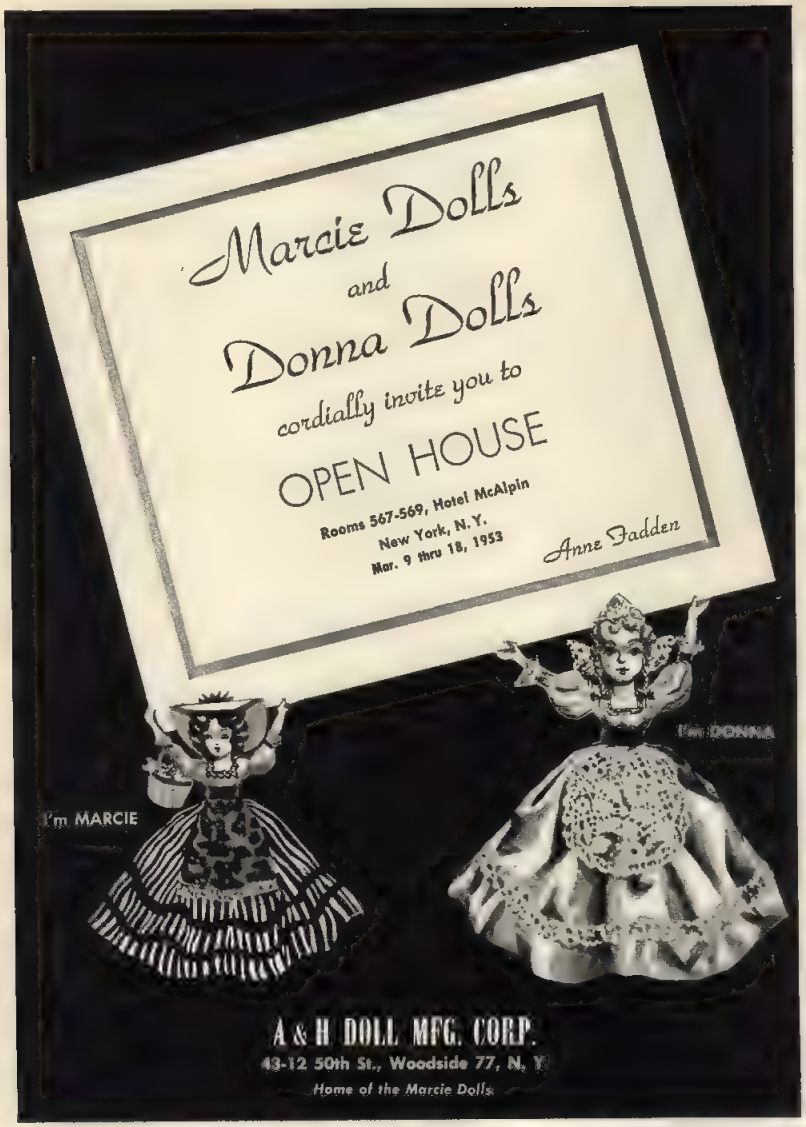
You'll gain extra hours for business or vacation as you relax aboard Northern Pacific's streamlined North Coast Limited—now 12 hours faster between Chicago and the North Pacific Coast. You'll enjoy real western hospitality, including meals that have made NP famous for years. You'll make convenient connections too—at Portland with California streamliners, at Chicago with Eastern and Southern "name" trains.

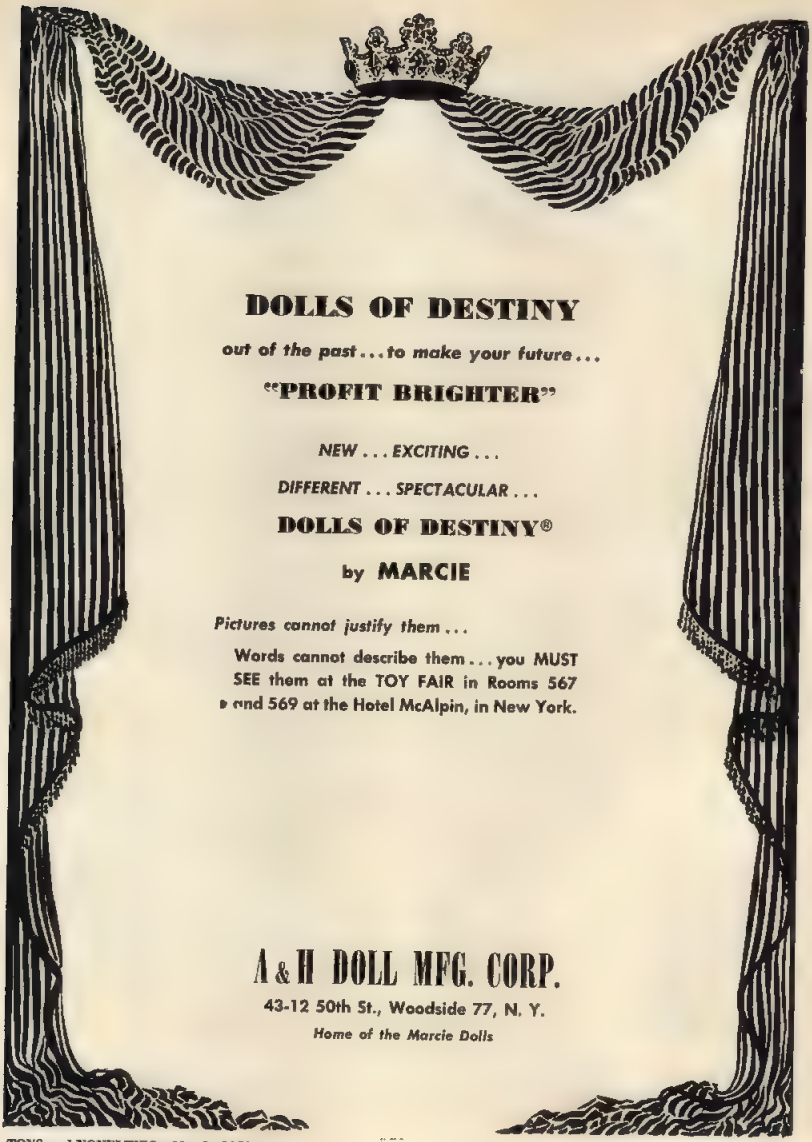
For fares and schedules, for information about Pacific Northwest vacations, Yellowstone, Dude Ranches or Alaska Cruises—see your favorite travel or ticket agent, or write . . .

G. W. RODINE, *Passenger Traffic Manager*
Northern Pacific Railway, St. Paul 1, Minn.

NORTHERN PACIFIC RAILWAY—*Main Street of the Northwest*

THE
NEW YORKER
Price 20 cents


Marcie Dolls
and
Donna Dolls
cordially invite you to
OPEN HOUSE
Rooms 567-569, Hotel McAlpin
New York, N.Y.
Mar. 9 thru 18, 1953
Anne Fadden
I'm MARCIE
I'm DONNA
A & H DOLL MFG. CORP.
43-12 50th St., Woodside 77, N. Y.
Home of the Marcie Dolls



DOLLS OF DESTINY

out of the past . . . to make your future . . .

"PROFIT BRIGHTER"

NEW . . . EXCITING . . .

DIFFERENT . . . SPECTACULAR . . .

DOLLS OF DESTINY®

by MARCIE

Pictures cannot justify them . . .

Words cannot describe them . . . you MUST SEE them at the TOY FAIR in Rooms 567 and 569 at the Hotel McAlpin, in New York.

A & H DOLL MFG. CORP.

43-12 50th St., Woodside 77, N. Y.

Home of the Marcie Dolls

Retailers on the lookout for promotions that act to create a high degree of good will along with sales would do well to plan tie-ins with National Scout Week. It is due to arrive next month, February

Observing Boy Scout Week

By W. B. STODDARD

TWO AND A HALF million or more boys will celebrate the 43rd anniversary of the Boy Scouts of America in February. This organization gathers size and momentum each year. Almost every troop and cub pack has a waiting list, the chief difficulty being to secure enough competent leaders. Of particular interest to all toy merchants is the junior organization—the Cub Scouts—and though the full-fledged scouts should not be neglected, the greater play should be made to the Cubs, for these little fellows from 8 to 12 are more interested in toys, games and wheel goods, and eventually will be interested in sporting and camping equipment, which many toy departments carry. And displays aimed at the Cubs will attract the attention of all small boys.

DOWN FLORIDA WAY

Belk-Lindsay, Fort Lauderdale, Fla., last year arranged a window backed with big nets. At one side stood a Cub beside an American flag. The floor was covered with items made by the Cubs of local Pack 111 and included a stamp book, model aeroplane, copper work, and an Indian shack and tepees made of little sticks

Another class of prospective buyers to whom attention should be paid at this time is the Den Mothers who supervise the activities of the Cub Scouts. They and their packs make many purchases of equipment during the year and securing their good will means much increased business. Realizing this, the May Co., Los Angeles, has inaugurated a Den Mothers Workshop. This was a five-week course given the den mothers—the leaders of the 320 cub packs in the Los Angeles Area Boy Scout Council—in simple handicrafts

"GRADUATION" FOR 600

Six hundred mothers received special training certificates at the closing session. Since the "graduation" coincided with the Boy Scout anniversary, there was a big birthday party held in connection with the presentation of certificates. A big display was made of all the materials used in the various Cub projects and many purchases of the former were made for future use

In recent years there have been many local and regional contests for the best displays made by Scouts and Cubs, and there is no surer way to gain the good will of all the youngsters than by offering a window for such a display and by giving them any assistance needed in the installation.

The Broadway, Los Angeles, had an interesting display arranged by Scout Troop 26. It depicted the differences between regions where the four freedoms—freedom of speech, from fear, of religion, from want—existed and where they do not. On eight little platforms miniature figures showed what prevails where these freedoms are established, and where withheld. A strip card suggested "Every boy likes Scout gifts, see them in our Scout Trading Post." In the window of their Crenshaw store was a display of the handiwork of the Cub Scouts of Crenshaw village. On the wall were Cub pennants and in the corner stood a Cub. A card advised "Celebrating Boy Scout Week Handicraft work in this window by Cub Scout Pack 655." Copper and leather work, weaving, and simple carpentry were shown.

A GUEST WINDOW

Lehmann Bros., Oxnard, Calif., last year gave one of their windows to Troop 203, Boy Scouts, sponsored by the Elks Club. The boys made a complete miniature scout camp, with tents, bridges, signal tower, and so forth. At one side were a number of cooking utensils and camp equipment, and on the wall the troop's flag. The firm did not stop with this display, however, but ran an ad with the bust picture of a Boy Scout, captioned "Boys Today—Leaders Tomorrow. We are proud of our Boys

(*Continued on page* 142)

Western Toy Group Meets

Shown above are several officers and directors of the recently formed Western Toy and Sundry Association (of Southern California). The shot was taken at their meeting in Los Angeles on December 4 at which plans were completed for the post-Christmas luncheon scheduled to have been held December 30 at the Mayfair Hotel, also in Los Angeles. Tom Harmon, CBS sportscaster and former all-American football player from Michigan University, had, at last report, agreed to act as master of ceremonies at the luncheon.

Left to right, standing, are: Hy Steinberg, publicity chairman; Harold Lewis, director; Ted Koffman, secretary, Abe Greenberg, second vice president; George Diamond, director; Benny Shorr, corresponding secretary; Herman Kessler, director. Seated are Hix Jafof, president, and Jules Unger, treasurer.

. . . Boy Scout Week

(*Continued from page* 139)

Scouts who help others as well as themselves to keep physically strong, mentally alert, and morally straight. We take pleasure in wishing the Cubs, the Scouts, and their Scoutmasters many happy adventures in scouting."

JAMBOREE

For several years the May Co., Denver, Colo., has held a big Jamboree on Saturday the last day of National Boy Scout Week. A number of screen personalities appeared on the platform, and several troops of Scouts put on special stunts. Two shows were given, one in the morning for the Cubs, and the other in the afternoon for the Scouts. In complimenting the Scouts, May's created a window with a green background and a high board fence. On the fence were shown a knapsack, canteen, fire making equipment, camp dishes and a bed roll. At one side stood a Boy Scout in full regalia—uniform, cap and neckerchief, with hatchet and knife in belt. A card said: "For uniforms and equipment—it's our efficient Boy Scout Headquarters, second floor."

PASADENA PROGRAM

Pitzer & Warwick, Pasadena, Calif., arranged a display showing in the center a panel saluting the Scouts on their anniversary. At one side stood a Cub, with the card "For boys 9 to 12—a varied program of 'doing' in and around home with pals and neighborhood leaders." At the other side stood a Scout, with a card "For Scouts over 15 years of age—a challenging range of program choice—service and exploration tuned to teen interests by adult counsel." Across the floor were scattered books giving information for carrying out the various Scout projects—poultry raising, printing, plumbing, public speaking, salesmanship, wood working, metal working, and so forth.

. . . West Coast Toy Men & Toys

(*Continued from page* 141)

Capwell Company, Oakland; the **May Company,** Denver, and **ZCMI,** Salt Lake City.

❖

The Western Merchandise Exhibitors Association has scheduled a toy show to be held in Spokane, Washington, for the first time on March 1-3. Repeated requests have prompted the WME to hold a Spokane Gift, Stationery, Toy Jewelry and Housewares Show in the Inland Empire to serve buyers who do not have the time to travel great distances, **Kay Leber,** show manager, has announced.

The show will be held at the Davenport Hotel show rooms and in the Marie Antoinette Ballroom on the mezzanine floor.

❖

The deaths of two veteran toy men in San Francisco in recent weeks have brought sadness to their colleagues in the Western Merchandise Mart where they had exhibit space.

Mike Sweyd, with half a century of toy salesmanship behind him, died in November at the age of 68. He started selling toys in 1902 and for many years has operated his own agency in San Francisco, representing primarily **Lionel** trains. He had been in a weakened condition for some time, but his death was a shock to the men and women with whom he had worked.

His show rooms have been taken over by Lionel who has appointed **Mack Mostman** as its representative. Mr. Sweyd, who twice considered retiring, changed his mind on both occasions because his entire life had been built around the merchandising of toys.

"There is never a poor year for toys," he once said, "because the last thing parents will give up are toys for their children."

On December 5 **Aubrey Wertheimer,** a veteran of more than 30 years, died following an illness which had been with him for about seven years. He had been active until a few weeks before his death. Most of his experience had been with the **Dowst Manufacturing Company** of Chicago. He was 71.

Mrs. Wertheimer, surviving her husband, is not planning to continue with his work, although she has been helping him for several years. No successor had been appointed as of this writing.

Walt Disney's Peter Tremendous Array

Pencil boxes in three sizes are the product of Hassenfeld Bros., Inc. Retail prices for the boxes run from 29 to 98c.

IN NO OTHER Walt Disney feature movie production have toy manufacturers enjoyed so wide a choice of different types of characters as they do in Disney's Peter Pan.

From the villainous Captain Hook to the cute and whimsical Tinker Bell, toys galore are being fashioned after the Disney characters now being seen on the motion picture screen throughout the country by millions of small fry and adults.

In addition to the great variety of characters to draw upon, Peter Pan offers many different categories also because of his adventures in Neverland. He visits Indians, Mermaids, Pirates, the Lost Boys and is a master at flying, dueling, and other activities.

Walt Disney's Peter Pan is being advertised in *Look, Life, Saturday Evening Post, McCall's, Woman's Home Companion, Good Housekeeping, Parents', Redbook, Child Life* and *American Magazine* and

The Breezaway is a miniature replica of a hatbox. Manufactured by Neevel Mfg. Company, it retails nationally for $1.69.

Plastic apron sets designed with Peter Pan characters, and retailing for 49c, are the product of Elrene Mfg. Company

Peter Pan balloons in various designs and sizes are retailing for 5c to 25c all over the country. Maker is Oak Rubber Co.

Peter Pan character masks and masquerade costumes for party and playtime are being manufactured by Ben Cooper, Inc. Suggested retail prices for these are 29 to 59c for various masks, and $1.98 to $2.98 for Peter Pan inspired costumes

Jaymar Specialty Co. is the manufacturer of four picture puzzles featuring four scenes from the movie. Retail is 29c each.

Pan Inspires of New Toy Items

a number of seven additions. This is in addition to local newspaper advertising throughout the country.

Radio spot announcements, TV trailers and a special 16 mm school reel are also being used to exploit the film. Advertising tie-ins have been completed with RCA Victor, Derby Foods, Admiral Corp., Colgate-Palmolive Peet Co., International Shoe Co. and Post Cereal.

Walt Disney's Peter Pan had its world premiere at the Roxy Theatre, New York, on February 11. Throughout Easter and the summer, the film will be playing in major theatres throughout the country and Peter Pan toys will be on sale in department, drug, variety and chain stores during 1953.

Shown herewith are illustrations of 11 new items tied in with the movie. These are among the many imaginative toys reported in recent issues of PLAYTHINGS.

This vinyl inflatable ball jingles like Tinker Bell. Retailing for 29c, it is a product of Vanguard Corp., Chicopee, Mass.

Here are Peter Pan hand puppets that come alive and act out scenes with "a flick of the wrist." Colorfully dressed, they come in the characters of Peter Pan, Captain Hook, Wendy and Tinker Bell. Gund Mfg. Corp. makes them. Suggested retail: $1 each.

Schoolbags adorned with Peter Pan and Tinker Bell designs retail at $1.98. Maker is National Leather Mfg. Company.

Peter Puppet Playthings, Inc., is the manufacturer of these Peter Pan marionettes with one-piece control. Retail: $2.98 each.

Collectors of miniature dolls will probably be in the market for the new Duchess Doll item. These plastic Peter Pan and Tinker Bell dolls retail at $1.98 per set.

NEW BMC Deluxe Tractor with KNEE ACTION, chain drive, and semi-pneumatic tires. It's rocket styled to sell on sight!

BMC Blue Streak Pedal Drive with ball bearings in pull straps. Wider seat. Priced to move in volume!

BMC Announces the World's Most Complete New Line of Juvenile Wheel Goods

plus the sensational new sales making exclusive

KNEE ACTION

BMC Junior Tractor Standard with adjustable seat, heavy gauge steel construction and easy steering. Engineered for years of play!

plus new traffic making prices

NEW BMC Featherweight BIKE with trainer wheels, seat adjustable to 4 positions. And exclusive BMC KNEE ACTION! 14" or 16" semi-pneumatic tires!

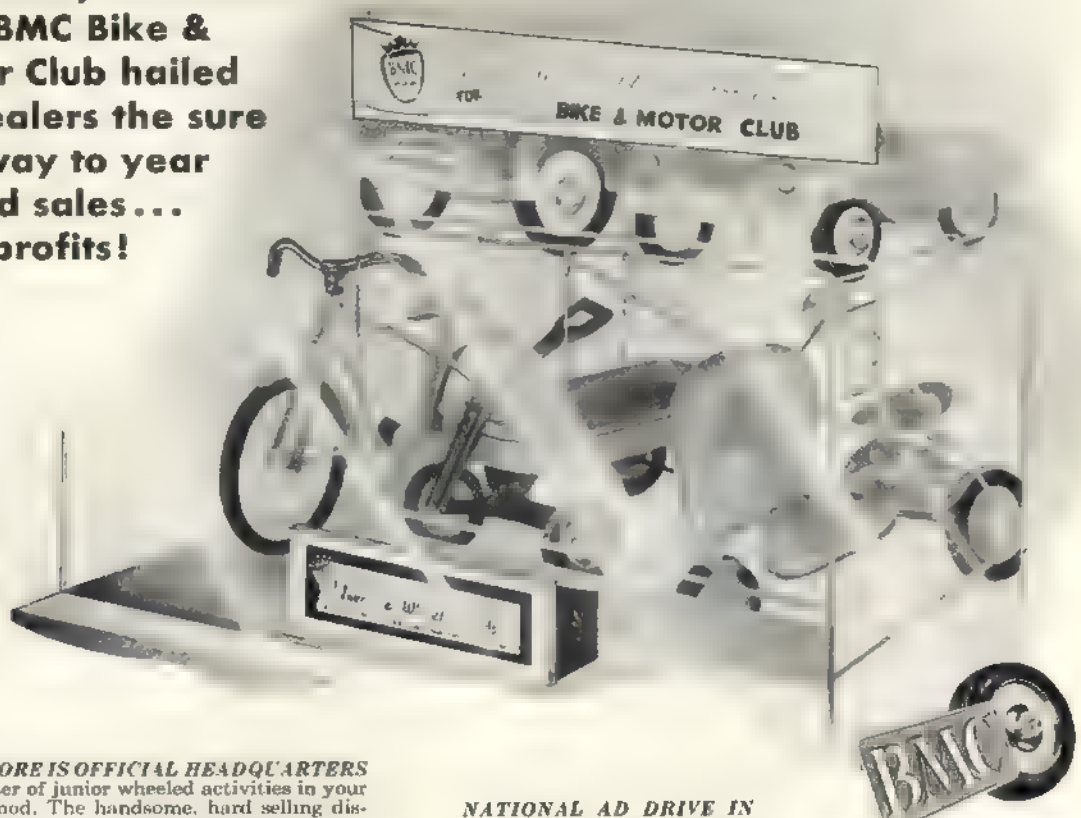
NEW BMC Jetliner Dump Truck with wider seat, safe rolled edges and puncture proof tires. Safe, all steel construction. Chain Drive! Moderately priced!

NEW BMC Senior Tractor with heavy duty tires, exclusive BMC KNEE ACTION, chain drive, non-mar finish. A truly exceptional value!

BMC Thunderbolt Hook and Ladder. Heavy gauge 1-piece steel body, extra wide duo-seat, chain drive. Chrome detail. A streamlined beauty!

BMC Launches the Most Profitable Toy Selling Program in History!

Nationally advertised new BMC Bike & Motor Club hailed by dealers the sure fire way to year 'round sales... new profits!



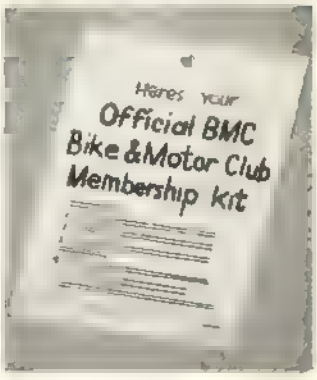
YOUR STORE IS OFFICIAL HEADQUARTERS —the center of junior wheeled activities in your neighborhood. The handsome, hard selling display stands, banners and electric signs are furnished to you at one-half actual cost!

NATIONAL AD DRIVE IN SATURDAY EVENING POST sells the terrific new BMC line plus the exciting sales making exclusive: KNEE ACTION!

FREE BMC COLOR BOOK OF SAFETY RULES builds up traffic and good will for your store! Every child will enjoy them! Every parent appreciates the safety story they teach!

BMC MEMBERSHIP KIT with every BMC toy makes the child an active club member, a live salesman for your store! He gets Club Emblems, Driver's license, Instructions and the Safety Coloring Book!

The "Mark" in Wheel Goods



BMC MANUFACTURING CORPORATION, BINGHAMTON, NEW YO'

BUDDY 'L'
America's Finest Playthings
Many Brand New
STEEL TOYS
Room 540
Sole Sales Representative
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.
BUDDY "L" TOYS
200 FIFTH AVENUE • NEW YORK 10, N. Y.

Buddy L

INDOOR – OUTDOOR

Aluminum

CHAIRS

and PAPER CRACKER RIFLES

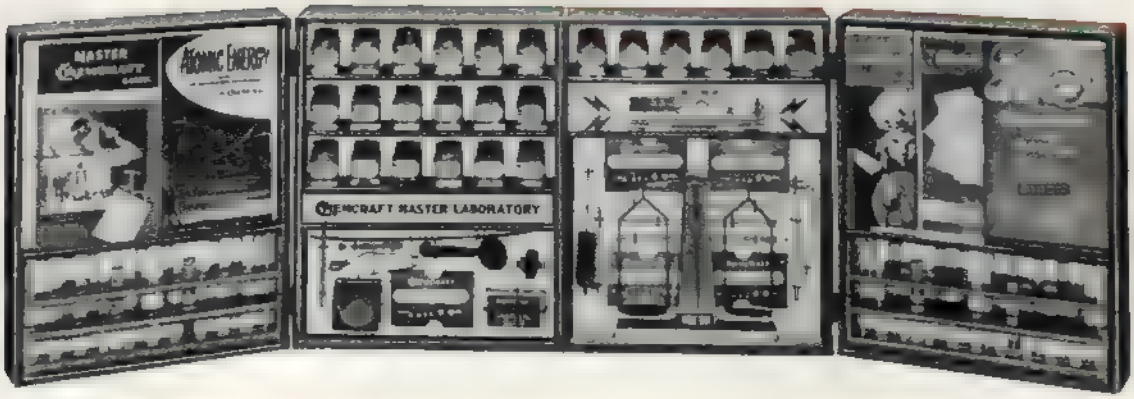
Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

BUDDY 'L' TOYS
EAST MOLINE, ILLINOIS

MOLINE PRESSED STEEL CORP.
F. O. B. FACTORY – STAMFORD, CONN.

Cash in on the age of Science

CHEMCRAFT
CHEMISTRY OUTFITS



with CHEMCRAFT you offer your customers many SPECIAL FEATURES!

ATOMIC ENERGY—Newest, most sensational feature in chemistry outfits today...a Chemcraft first.

ILLUSTRATED CHEMISTRY—An exclusive Chemcraft development in three sections—Bryan Chemical Illustrators; "The Story of Chemistry"; Chemcraft Chemistry Charts.

CHEMCRAFT MANUALS—A series of the most complete, interesting and accurate books ever written for boy and girl chemists . . . Many more experiments.

GLASS BLOWING—Shows how to form and blow glass and construct chemical apparatus.

CHEMCRAFT CHEMICALS—More of them . . . each labeled with name and formula of chemical as well as number.

CHEMCRAFT CHEMICAL MAGIC—Explains how to give a complete Magic Show with many mysterious chemical magic stunts.

CHEMCRAFT LABORATORY CABINETS—All precision-made with divided shelves and compartments for each chemical and piece of apparatus.

REAL LABORATORY APPARATUS—Carefully chosen and correctly designed for the amateur experimenter.

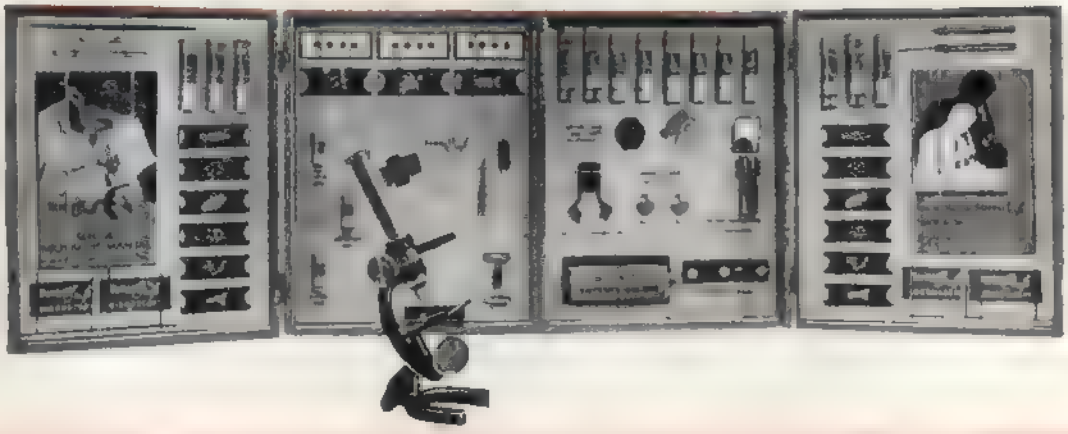
IN THIS AGE OF CHEMISTRY, young experimenters deserve only the finest of equipment and materials. Chemcraft is the trademark of America's original and best known chemistry outfits. You're always *SAFE*, and you're *SURE* of happy, satisfied customers when you recommend CHEMCRAFT by name.

P.S. Just completed! BIG, NEW FACTORY ADDITION TO HELP YOU

with the PORTER LINE

SCIENCEcraft

MICROSCOPE OUTFITS



don't hesitate to say, "a SCIENCEcraft microscope is the finest." Here's why

ALL SCIENCECRAFT MICROSCOPES are precision-built, durable and equipped with lenses giving the best range of magnification for amateurs.

SCIENCECRAFT MICROSCOPES contain three or more high quality ground and polished lenses giving clear magnification without eyestrain or distortion.

SCIENCECRAFT MICROSCOPES have large, fully rotating mirrors for best light and good vision . . . adjustable tilting joints for convenient positioning . . . spring stage clips for properly holding slides.

PATENTED VELVET-TOUCH focusing make Sciencecraft Microscopes easier to use.

SCIENCECRAFT MICROSCOPE BARRELS can't wobble while being focused because of the exclusive patented head construction.

SPECIAL ATTACHMENTS for Sciencecraft Microscopes include Sub-Stage Illuminator, Clear View Micro-Projector, Micro-Illuminator for opaque subjects, the new Electronic Stage and Battery Holder.

THE ONLY REALLY PROFESSIONAL microscope outfits . . . made expressly for use by today's young scientists. Don't take chances with customer good will. When you display this basic scientific instrument . . . feature the finest . . . Sciencecraft.

FOR DETAILED INFORMATION on both Chemcraft and Sciencecraft, send today for free catalog to Room 405, Fifth Avenue Building or direct to . . .

THE PORTER CHEMICAL COMPANY • HAGERSTOWN, MARYLAND

MEET EVER-GROWING DEMAND FOR CHEMCRAFT AND SCIENCECRAFT

Now-DAISY Play Guns

No. 940 **DAISY TRAINING RIFLE**
one of the many new Daisy Play Guns being introduced at the Toy Fair

You simply cannot afford to buy any play guns until you have seen this completely new line of patented DAISY pop guns, cork guns, pistols, training rifles and shooting games.

This entirely new line features traditional Daisy values and Daisy quality at realistic Daisy prices.

America's familiar buy-words "It's A Daisy" appear on each new product. Millions of parents (formerly Daisy Air Rifle owners) will remember that slogan—and buy with confidence!

Please note our new address { **DAISY PLAY GUNS**

Division of DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN, U. S. A.
NEW YORK OFFICE • 114 Arcade • FIFTH AVENUE BUILDING

and DAISY Air Rifles

No. 111
Daisy's Famous
*RED RYDER COWBOY CARBINE
—largest selling
air rifle in the world

Daisy Air Rifles have been "tops" since 1888.

Sales in 1953 are being accelerated by heavy Daisy national advertising emphasizing the National Rifle Association's junior air rifle marksmanship program plus Daisy's nation-wide stimulation of junior air rifle club formation.

The Daisy spring-and-summer sales program—biggest in 65 years—features National Daisy Air Rifle Month in May. It offers splendid profit opportunities to Daisy distributors. And we think the two Daisy Lines—Play Guns and Air Rifles—will help sell each other.

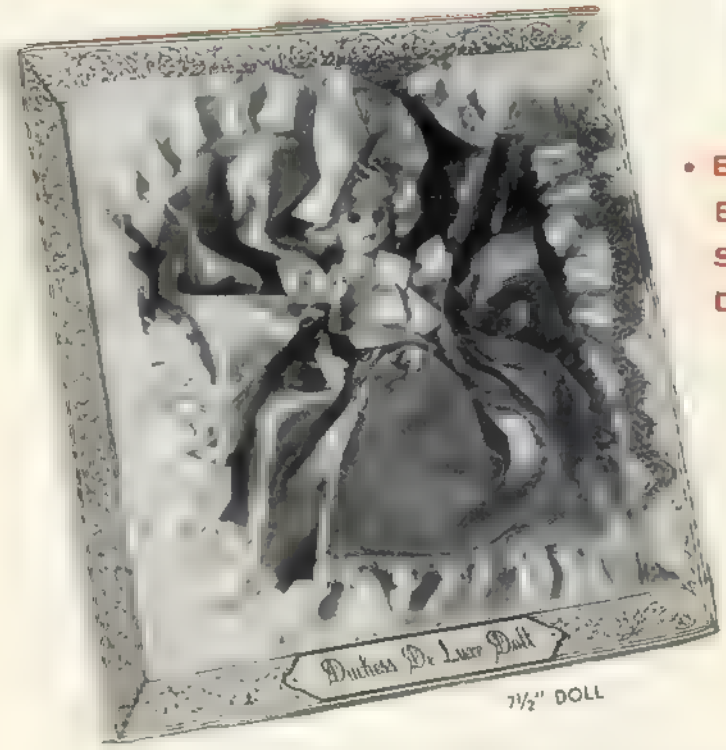
Please note our new address

DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN, U. S. A.
NEW YORK OFFICE • 114 Arcade • FIFTH AVENUE BUILDING

Duchess the First Name BRINGS YOU ITS FINEST

NEW! Duchess DeLuxe Series

IN EXCLUSIVE PICTURE FRAME BOX



• MAY BE HUNG ON THE WALL THE SAME AS A PICTURE

• BUILT-IN-EASEL ENABLES YOU TO STAND IT ON A DISPLAY COUNTER

RETAIL PRICE

1.98

EACH DUCHESS DOLL IN THE DE LUXE SERIES IS BOXED IN AN ADDITIONAL CARDBOARD CONTAINER TO INSURE SAFETY IN SHIPPING

- MOVING EYES
- MOVING ARMS
- MOVING HEAD
- LIFELIKE HAIR

HERE IS YOUR BEST BUY IN THE DOLL FIELD!

AND IT'S A Duchess EXCLUSIVE

Duchess Doll Corp. has long been a leader in the miniature Doll field in bringing to the trade original and fast-selling merchandise. Here is another New and revolutionary development by Duchess, and exclusive with Duchess.

This New Duchess De Luxe Series brings to you the same incomparable Duchess Doll packaged in a real Picture Frame Box. The Picture Frame enables you to hang the Duchess Doll on the wall and also to stand it on a display counter by means of the built-in easel; while the square acetate box displays the Duchess Doll completely and at the same time protects the Doll from dust.

A REAL MERCHANDISING GEM

SEND YOUR ORDER IN NOW AND INSURE EARLY DELIVERY

Duchess Doll Corp.

in the Miniature Doll Field

LINE EVER FOR 1953

CORONATION DOLL

EXQUISITE LIKENESS OF THE QUEEN OF ENGLAND

- MOVING EYES
- MOVING HEAD
- MOVING ARMS
- ROYAL CROWN and LIFELIKE HAIR

7½" DOLL SHOWN
ALSO AVAILABLE
IN 12½" SIZE

RETAIL PRICE
1.98

This Exquisite Doll *MEANS PROFIT FOR YOU*

Tie in your Sales with the tremendous publicity and interest in the forthcoming Coronation of the new Queen of England. This Duchess Coronation Doll has movable eyes, head, and arms. She is dressed regally with a white-on-white satin dress, decorated with lace and gold trim. Her head is adorned with a crown of gold, and on her shoulders is a cape of red velveteen.

SEND YOUR ORDER IN EARLY AND TAKE ADVANTAGE OF THIS TIMELY PROMOTION

N. Y. SHOWROOM:
200 FIFTH AVENUE • ROOM 361

86-27 Roosevelt Ave. Jackson Heights, L. I., N. Y.

EEGEE CAPTURES THE SPOTLIGHT with the biggest promotion ever

MONTH AFTER MONTH SUSAN STROLLER

FIRST AD APPEARS IN LIFE
AUGUST 24th

Next Ads Appear
SEPTEMBER 14th
OCTOBER 19th

To Pre-Sell the Christmas Trade

THIS AD (½ page) APPEARS IN LIFE
NOVEMBER 30th

THIS BIG PROMOTION GIVES YOU

- MORE TRAFFIC IN YOUR STORE
- MORE $12 RING-UPS
- MORE PROFITS
- MORE SATISFIED CUSTOMERS . . .

because SUSAN STROLLER gives your customers MORE FOR THEIR MONEY — compares with dolls costing dollars more!

STOCK UP NOW AND TAKE ADVANTAGE OF THIS

Write, wire or call your wholesale supplier or . . .

EEGEE DOLL — Division of GOLDBERGER DOLL MANUFACTURING CO.
1107 Broadway, New York City • Telephone WAtkins 4-1194

put behind a single doll

WILL BE FEATURED IN **LIFE**

BE SURE TO GET THESE

Free SUSAN STROLLER SALES AIDS!

Free!

Attractive, colorful electrical Movable Display that shows Susan Stroller as she walks. Fits your counter. Yours with purchase of 6 dozen Susan Stroller dolls.

Free!

Glossy Photographs of Susan Stroller.

Free!

Life Display Cards for window or counter.

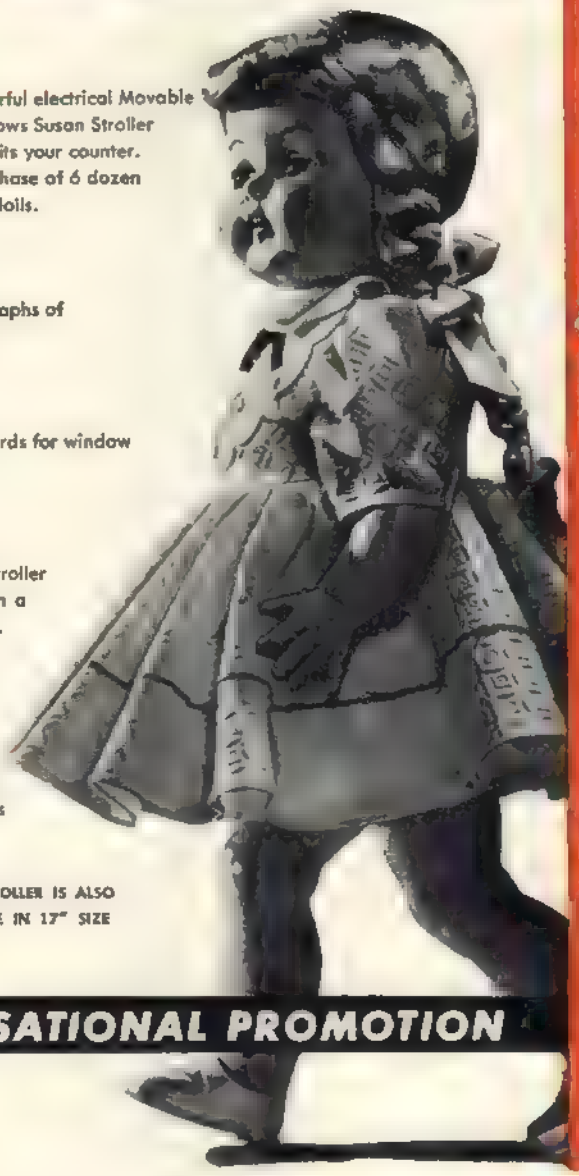
Free!

Every Susan Stroller doll comes with a Life String Tag.

Free!

Newspaper Mat Advertisements in various sizes

SUSAN STROLLER IS ALSO AVAILABLE IN 17" SIZE



SENSATIONAL PROMOTION

Another Sensational EEGEE Doll Success

29" TEENAGE DOLL

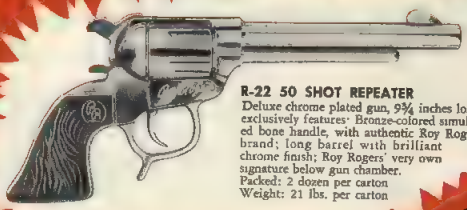
WITH ROOTED SARAN HAIR

Here's the newest "hot item" in the doll world! This is the unbreakable, all latex doll that has every hair individually rooted to the life-like soft vinyl head! And this teenage doll has a *double* market — she appeals to the littlest mothers . . . as well as to the youngsters who *used* to think they were "too old for dolls!"

EEGEE Teen Age Doll is piling up sensational sales in stores from coast to coast — it will pay you to promote this *exclusive* doll too!

YOUNG AMERICA'S SOLD ON ROY ROGERS SHOOT'N IRONS!

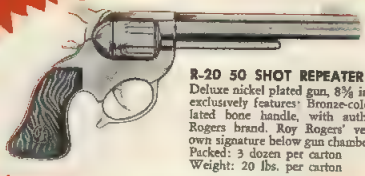
Saddle up for record smashing profits in 1953 and gun for TOP VOLUME sales, with Roy Rogers branded Shoot'n Irons in your stable!



R-22 50 SHOT REPEATER
Deluxe chrome plated gun, 9¾ inches long, exclusively features: Bronze-colored simulated bone handle, with authentic Roy Rogers brand; long barrel with brilliant chrome finish; Roy Rogers' very own signature below gun chamber.
Packed: 2 dozen per carton
Weight: 21 lbs. per carton

R-21 50 SHOT REPEATER
Deluxe nickel plated gun, 9¾ inches long, exclusively features: Deluxe nickel plated long barrel gun, authentic Western Cross-Hatch bronze-colored handle with Roy Rogers brand. Gleaming embossed Western design on gun stock. Roy Rogers' signature below chamber.
Packed: 2 dozen per carton
Weight: 20 lbs. per carton

See Us at the
TOY FAIR
March 9-18
Room 1042
Hotel New Yorker
Norman Paisley
Sam Gamson



R-20 50 SHOT REPEATER
Deluxe nickel plated gun, 8⅜ inches long, exclusively features: Bronze-colored simulated bone handle, with authentic Roy Rogers brand. Roy Rogers' very own signature below gun chamber.
Packed: 3 dozen per carton
Weight: 20 lbs. per carton

Roy Rogers

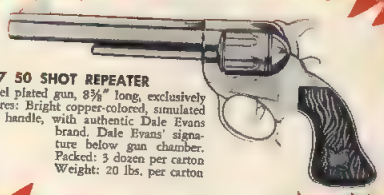
"KING OF THE COWBOYS"
Idol of millions of youngsters! Roy Rogers, the name that means sales and repeat sales for you!

YOUNG AMERICA'S SOLD ON ROY ROGERS SHOOT'N IRONS!

LOOK AT THESE SALES PACKED FEATURES:

- Automatic Spring release for quick, safe reloading!
- Riveted construction — no bolts or screws to work loose!
- Rust-proof!
- "Never-Miss" long lasting firing mechanism thoroughly laboratory proven!
- Precision tooled in durable, die-cast zinc alloy!
- Individually packaged in "Eye-Appeal" boxes!

D-26 50 SHOT REPEATER
Nickel plated, long barreled gun, 9¾" long, exclusively features: Authentic Western Cross-Hatch, bright copper-colored handle with Dale Evans' very own brand. Colorful jewel decoration. Gleaming embossed western design on gun stock. Dale Evans' signature below gun chamber. Packed: 2 dozen per carton Weight: 20 lbs. per carton



D-27 50 SHOT REPEATER
Nickel plated gun, 8⅜" long, exclusively features: Bright copper-colored, simulated bone handle, with authentic Dale Evans brand. Dale Evans' signature below gun chamber. Packed: 3 dozen per carton Weight: 20 lbs. per carton

DALE EVANS SHOOT'N IRONS — "QUEEN OF THE WEST"

Lovely Dale Evans has the same magnetic appeal for little girls that Roy Rogers has for boys. Another volume sales item that will pour profits into your store!

When word gets out that you've corralled authentic Roy Rogers Spurs in your store . . . get set for a real old fashioned stampede of enthusiastic youngsters. It's a fast seller and an item that means lots of repeat sales!

ROY ROGERS SPURS

R-30 Chrome finish with bronze trim. Genuine leather straps with Roy Rogers brand on chrome plated concha.
Packed: 3 dozen per carton
Weight: 18 lbs. per carton

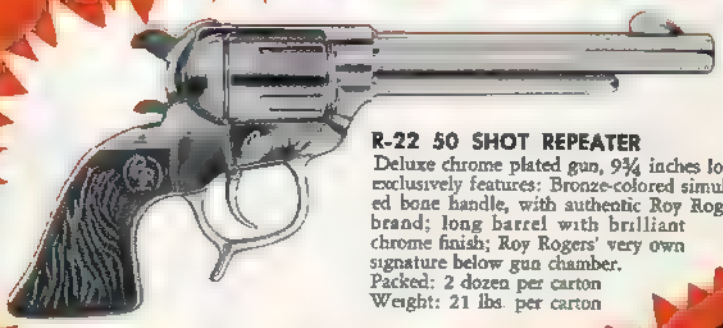
R-31 Nickel plated finish with Roy Rogers brand on nickel plated concha. Genuine leather straps.
Packed: 2 dozen per carton
Weight: 17 lbs. per carton

R-36 Nickel plated finish. Genuine leather straps with authentic Roy Rogers signature.
Packed. 2 dozen per carton
Weight: 14 lbs. per carton

GEORGE SCHMIDT MANUFACTURING, INC.
716 EAST 14th STREET
LOS ANGELES 21, CALIFORNIA

YOUNG AMERICA'S SOLD ON ROY ROGERS SHOOT'N IRONS!

Saddle up for record smashing profits in 1953 and gun for TOP VOLUME sales, with Roy Rogers branded Shoot'n Irons in your stable!



R-22 50 SHOT REPEATER
Deluxe chrome plated gun, 9¾ inches long, exclusively features: Bronze-colored simulated bone handle, with authentic Roy Rogers brand; long barrel with brilliant chrome finish; Roy Rogers' very own signature below gun chamber.
Packed: 2 dozen per carton
Weight: 21 lbs. per carton

R-21 50 SHOT REPEATER
Deluxe nickel plated gun, 9¾ inches long, exclusively features: Deluxe nickel plated long barrel gun, authentic Western Cross-Hatch bronze-colored handle with Roy Rogers brand Gleaming embossed Western design on gun stock. Roy Rogers' signature below chamber
Packed: 2 dozen per carton
Weight: 20 lbs. per carton

See Us at the
TOY FAIR
March 9-18
Room 1042
Hotel New Yorker
Norman Paisley
Sam Gamson

R-20 50 SHOT REPEATER
Deluxe nickel plated gun, 8⅜ inches long, exclusively features: Bronze-colored simulated bone handle, with authentic Roy Rogers brand. Roy Rogers' very own signature below gun chamber.
Packed: 3 dozen per carton
Weight: 20 lbs. per carton

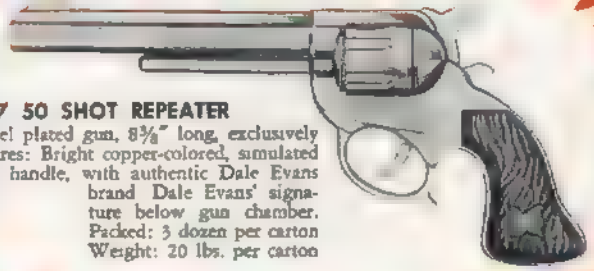
Roy Rogers
"KING OF THE COWBOYS"
Idol of millions of youngsters! Roy Rogers, the name that means sales and repeat sales for you!

YOUNG AMERICA'S SOLD ON ROY ROGERS SHOOT'N IRONS!

LOOK AT THESE SALES PACKED FEATURES:

- Automatic Spring release for quick, safe reloading!
- Riveted construction — no bolts or screws to work loose!
- Rust-proof!
- "Never-Miss" long lasting firing mechanism thoroughly laboratory proven!
- Precision tooled in durable, die-cast zinc alloy!
- Individually packaged in "Eye-Appeal" boxes!

D-26 50 SHOT REPEATER
Nickel plated, long barreled gun, 9¾" long, exclusively features Authentic Western Cross-Hatch, bright copper-colored handle with Dale Evans very own brand Colorful jewel decoration. Gleaming embossed western design on gun stock Dale Evans signature below gun chamber.
Packed: 2 dozen per carton
Weight: 20 lbs. per carton



D-27 50 SHOT REPEATER
Nickel plated gun, 8⅜" long, exclusively features: Bright copper-colored, simulated bone handle, with authentic Dale Evans brand Dale Evans' signature below gun chamber.
Packed: 3 dozen per carton
Weight: 20 lbs. per carton

DALE EVANS SHOOT'N IRONS: "QUEEN OF THE WEST"

Lovely Dale Evans has the same magnetic appeal for little girls that Roy Rogers has for boys. Another volume sales item that will pour profits into your store!

When word gets out that you've corralled authentic Roy Rogers Spurs in your store — get set for a real old fashioned stampede of enthusiastic youngsters. It's a fast seller and an item that means lots of repeat orders!

ROY ROGERS SPURS

R-30 Chrome finish with bronze [illegible] straps with Roy Rogers brand on chrome [illegible]
Packed: 2 dozen per carton
Weight: 18 lbs. per carton

R-31 Nickel plated finish with Roy Rogers brand on nickel plated conchs. Genuine leather straps
Packed: 2 dozen per carton
Weight: 17 lbs. per carton

R-36 Nickel plated finish. Genuine leather straps with authentic Roy Rogers signature
Packed: 2 dozen per carton
Weight: 14 lbs. per carton

GEORGE SCHMIDT MANUFACTURING INC.

716 EAST 14th STREET
LOS ANGELES 21, CALIFORNIA

HERE'S THE DOLL THAT WILL WALK THRU THE PAGES OF

A BEST SELLER IN '52 — NOW AN EVEN BETTER VALUE IN '53

Susan Stroller was a sellout last year. Store after store reported that feature-for-feature Susan Stroller was equal to dolls selling for much more. Now Eegee brings you the New Susan Stroller with added features like finest quality Saran hair, new styling, all at NO INCREASE IN PRICE. Yes, if you're looking for a walking doll leader for '53, see Susan Stroller.

BIG ADVERTISING CAMPAIGN FOR SUSAN STROLLER

Susan Stroller will be backed by large ads in National Magazines that will be seen by over 75,000,000 readers in 1953. See her at the Toy Fair and you'll understand why buyers from coast to coast are planning to make Susan Stroller their number one doll promotion in '53.

DURING TOY FAIR WEEK SEE THE BIG EEGEE LINE

One of the most extensive doll lines in the United States

- 30 inch ALL LATEX VINYL HEAD DOLLS
- new combed ROOTED "WOND-R-HAIR" DOLLS
- MERRY STROLLER — new TEEN AGE WALKING DOLL

HOTEL NEW YORKER,
Room 850 — SIG FREY

McALPIN HOTEL,
Room 673-765 — BEN HELLER

N. Y. SHOWROOM
1107 Broadway, EDDIE ROSE

GOLDBERGER DOLL MFG CO., INC.

INTO MILLIONS OF HOMES AND OTHER NATIONAL MAGAZINES

THE NEW

SUSAN STROLLER

SENSATIONAL WALKING, HEAD-TURNING DOLL

Now in 23" and 17" sizes

- FINEST SARAN HAIR with set of curlers
- Durable plastic body
- Turns head as she walks
- Hair washes, combs, sets
- Crying "Mama" voice
- Sits alone
- Sleeps

an EEGEE DOLL

1107 Broadway, New York 10, N. Y. • Room 1208 • Factory: 307 Richardson Street, Brooklyn, N. Y.

HERE'S THE DOLL THAT WILL WALK THRU THE PAGES OF

A BEST SELLER IN '52 — NOW AN EVEN BETTER VALUE IN '53

Susan Stroller was a sellout last year. Store after store reported that feature-for-feature Susan Stroller was equal to dolls selling for much more. Now Eegee brings you the New Susan Stroller with added features like finest quality Saran hair, new styling, all at NO INCREASE IN PRICE. Yes, if you're looking for a walking doll leader for '53, see Susan Stroller.

BIG ADVERTISING CAMPAIGN FOR SUSAN STROLLER

Susan Stroller will be backed by large ads in National Magazines that will be seen by over 75,000,000 readers in 1953. See her at the Toy Fair and you'll understand why buyers from coast to coast are planning to make Susan Stroller their number one doll promotion in '53.

DURING TOY FAIR WEEK SEE THE BIG EEGEE LINE

One of the most extensive doll lines in the United States

- 30 inch ALL LATEX VINYL HEAD DOLLS
- new combed ROOTED "WOND-R-HAIR" DOLLS
- MERRY STROLLER — new TEEN AGE WALKING DOLL

HOTEL NEW YORKER,
Room 850 — SIG FREY

McALPIN HOTEL,
Room 673-765 — BEN HELLER

N. Y. SHOWROOM
1107 Broadway, EDDIE ROSE

GOLDBERGER DOLL MFG CO., INC.

INTO MILLIONS OF HOMES AND OTHER NATIONAL MAGAZINES

THE NEW

SUSAN STROLLER

SENSATIONAL WALKING, HEAD-TURNING DOLL

Now in 23" and 17" sizes

- FINEST SARAN HAIR with set of curlers
- Durable plastic body
- Turns head as she walks
- Hair washes, combs, sets
- Crying "Mama" voice
- Sits alone
- Sleeps

an EEGEE DOLL

1107 Broadway, New York 10, N. Y. • Room 1208 • Factory: 307 Richardson Street, Brooklyn, N. Y.

HERE'S THE DOLL THAT WILL WALK THRU THE PAGES OF

A BEST SELLER IN '52 — NOW AN EVEN BETTER VALUE IN '53

Susan Stroller was a sellout last year. Store after store reported that feature-for-feature Susan Stroller was equal to dolls selling for much more. Now Eegee brings you the New Susan Stroller with added features like finest quality Saran hair, new styling, all at NO INCREASE IN PRICE. Yes, if you're looking for a walking doll leader for '53, see Susan Stroller.

BIG ADVERTISING CAMPAIGN FOR SUSAN STROLLER

Susan Stroller will be backed by large ads in National Magazines that will be seen by over 75,000,000 readers in 1953. See her at the Toy Fair and you'll understand why buyers from coast to coast are planning to make Susan Stroller their number one doll promotion in '53.

DURING TOY FAIR WEEK
SEE THE BIG EEGEE LINE

One of the most extensive doll lines in the United States

- 30 inch ALL LATEX VINYL HEAD DOLLS
- new combed ROOTED "WOND-R-HAIR" DOLLS
- MERRY STROLLER — new TEEN AGE WALKING DOLL

HOTEL NEW YORKER,
Room 850 — SIG FREY.

McALPIN HOTEL,
Room 673-765 — BEN HELLER

N. Y. SHOWROOM
1107 Broadway, EDDIE ROSE

GOLDBERGER DOLL MFG CO., INC.

INTO MILLIONS OF HOMES AND OTHER NATIONAL MAGAZINES

THE NEW

SUSAN STROLLER

SENSATIONAL WALKING, HEAD-TURNING DOLL

Now in 23" and 17" sizes

- FINEST SARAN HAIR with set of curlers
- Durable plastic body
- Turns head as she walks
- Hair washes, combs, sets
- Crying "Mama" voice
- Sits alone
- Sleeps

1107 Broadway, New York 10, N. Y. • Room 1208 • Factory: 307 Richardson Street, Brooklyn, N. Y.

HALCO
HALLOWEEN
COSTUMES
The freshest costume array ever offered! Again bringing you those strong promotional hits—Terry Toons and Super Circus—and now the most intriguing scoop of all—
EERIE ELECTRIC EYE SERIES!
Watch it electrify your sales and profits for Halloween '53!
AGAIN IN 1953
HALCO 'way
and we do mean — away out front!
To keep pace with new play trends and demands — to insure your growing volume — Halco spent months and months in planning. The end results reflect it! Wait till you see Halco's 1953 Holsters, Halloween Costumes, New Jet Roll Caps . . . and other lines. Everything styled for more eye appeal than ever — including new packaging — exciting, colorful boxes that double effectively as display pieces.
LIFE
YES, BE SURE TO VISIT HALCO DURING THE TOY FAIR
COMMENDED PARENTS' MAGAZINE
HALCO
PLAYSUITS
Halco is going places with its Playsuits. Big volume in Halco's popular westerners—Chap and Vest Sets for the boys—Chap and Skirt Sets for the girls. And now, the new "out-of-this-world" Planet Patrol Suit for the space-minded youngsters.
HALCO'S
AMERICAN BEAUTY
SPARKLERS
America's quality sparkler—for all celebration purposes. They burn brighter—longer!

HALCO'S TOY PISTOL CAPS

The nation's widest and most popular selection: American Ace Roll Caps, Superp Roll Caps, Smoky Joe Roll Caps, Doughboy Single Shot Caps and new Halco's New Jet Roll Caps!

HALCO HOLSTER SETS

The nation's fastest-selling and most complete holster line offering the widest selection of western, military and space designs. Original styles and color combinations always by the first shot.

HALCO SKYFLIER

A thrilling ship-operated novelty using Doughboy Single Shot Caps!

out front !

SUPERB HALCO BRAND

SANTA CLAUS COSTUMES, WIGS, BEARDS

Halco offers a complete range of styles and prices. Also a fine line of Wig and Beard Sets.

HALCO'S *Silverbrite* ICICLES

Crinkled — for extra lustre, extra brilliance — extra value! Generously packaged in attractive die-cut window boxes.

J. HALPERN COMPANY

810 PENN AVENUE
PITTSBURGH 22, PA.

200 FIFTH AVENUE
NEW YORK, N. Y.

Be sure to see us

AT THE TOY FAIR

ROOM 404

200 FIFTH AVENUE BLDG.

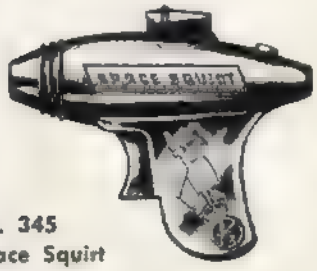
"Oh Boy! . . . Isn't that a honey . . ."

Actual Size

the Ranger

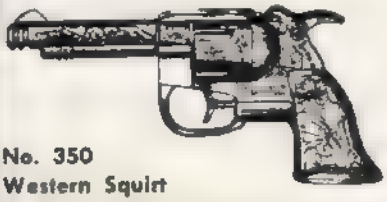
No. 340
Pocket Squirt

Small but mighty! The Pocket Squirt appeals to youngsters because of the "surprise" element.



No. 345
Space Squirt

As modern as space travel. Especially designed to capitalize on the interest aroused by TV and Radio.



No. 350
Western Squirt

As western as the wide open spaces. A good holster gun for the reliable "western" market.

Kilgore Jet-Pump

Kilgore's new sensational jet-pump combines simplicity with effectiveness. All Kilgore water pistols are equipped with this new and dependable pump. Kilgore water pistols are made with semi-transparent polystyrene showing water level at a glance. Available in cardinal red and orange-yellow.

Single and Double Holsters

Choice of standard or wide belts. Available with or without pistols. Packed in 2-color, illustrated display boxes.

Wild West' Outfit

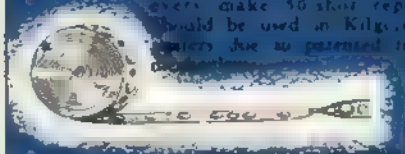
Includes wide belt, double holster set, spurs, cuffs and choice of two toy cap pistols.

Handy "thumb control" for "breakdown" loading. Hammer automatically locks into safety position for ease of loading

A 50-shot western, designed with typical Kilgore realism. A big, handsome cap pistol with reels of rolls capped. Uses Kilgore's exclusive Perforated Roll Caps. Beautifully engraved detail, especially enhanced by Dura Gleam, the finish that won't grow dull! Fast-load holster pistol. Extra-large plastic grip. The Ranger is a cap pistol that will sell on sight. Approximately $1.00 retail value

No. 150 Perforated Roll Caps

Two hundred and fifty loud reports per box. Works perfectly in every make 50 shot repeater. Should be used in Kilgore's repeater Joe to prevent misfeeding



Caps

A high-quality, non-perforated repeating cap

All Kilgore caps contain a special lubricant to make pistols work easier, last longer. Kilgore is the world's largest manufacturer of toy paper caps.

No. 108 Disc Mammoth Caps

...cap with the most realistic play value—ten shots per disc to simulate the firing action of the western 6-shooter. An exclusive Kilgore product

No. 75 Single Shot Caps

The ideal cap for all single shot cap pistols.

This "K" Means O K

Kilgore INC

WESTERVILLE, OHIO
U.S.A.

ND CAPS . . . IT'S BEEN KILGORE!

Kilgore is going places!

FIRST . . . THE New "PRIVATE EYE"
NEXT . . . THE New "PAL"
THEN . . . "DURA-GLEAM" — the industry's finest finish!

AND NOW Another New Cap Pistol —

. . . worthy addition to the nation's oldest and best-known line of cap pistols, water pistols, toy paper caps and accessories!

No. 205
Grizzly

Six-shooter, uses Kilgore's exclusive Disc Mammoth Caps. Handsome "Kilgore western" with beautiful detail, realistic 6-shooter firing action and "swingout" cylinder.

No. 209
Bronco

Six-shooter, uses Kilgore's Disc Mammoth Caps. Six-shooter firing action with exclusive Kilgore "swing out" cylinder, and exclusive Kilgore feature of revolving cylinder.

No. 227
Eagle

Original 6-shooter, uses Kilgore's Disc Mammoth Caps. Authentic styling with realistic 6-shooter firing action. Exclusive Kilgore feature of revolving cylinder.

No. 217
Big Horn

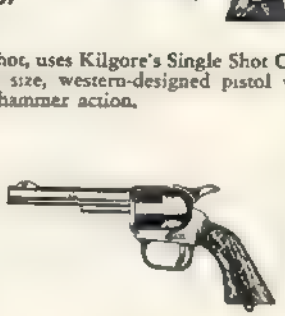
Six-shooter, uses Disc Mammoth Caps. Big Horn has all Kilgore 6-shooter exclusive features, but designed to sell at a popular price.

No. 38
Private Eye

Fifty-shot repeater, designed to fit market created by radio, TV serials. Realistic "38 caliber" design of "hideaway" size. Uses Kilgore Perforated Repeating Caps.

No. 407
Buck

Single-shot, uses Kilgore's Single Shot Caps. A large size, western-designed pistol with double hammer action.



No. 9
Pal

Single-shot, especially designed for the little fellow's first cap pistol. Exclusive special feature is that it will receive but one cap at a time . . . no overloading.

No. 310
Kit Carson

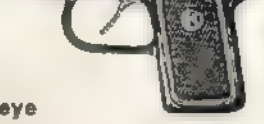
Fifty-shot repeater, uses Kilgore's exclusive Perforated Repeating Roll Caps. Big "western" design with popular extra-long barrel.

No. 6
Mountie

Fifty-shot repeater, uses Kilgore Perforated Roll Caps. Faithful automatic design. Safety button, as on regular automatic, becomes release-lever for pop-up cap magazine.

No. 5
Bobcat

Fifty-shot repeater, uses exclusive Kilgore Perforated Roll Caps. Pocket-sized, double-action with swingup grip loading.



No. 4
Hawkeye

Fifty-shot repeater, uses Kilgore Perforated Roll Caps, similar to Bobcat, but with metal grips instead of plastic.

SINCE 1915 . . . IN CAP PISTOLS

Playskool makes history!

Lincoln Logs now promoted in schools

Lincoln Logs' School Education Program highlights the biggest promotion ever put behind a single toy product! It's an absorbing classroom program featuring an informative new booklet, "The Conquest of the West"—available free for all students. Teachers also get all they need to have their pupils build a model stockade or fort with **Lincoln Logs**. Very soon, in schools from coast to coast, thousands upon thousands of children will be playing with **Lincoln Logs** as part of their regular classroom activities! These same children will want their *own* **Lincoln Logs** sets—and your store will sell them!

Lincoln Logs on TV!

To kick off its nation-wide promotion, **Playskool** presents "The Lincoln Logs Pioneer Playhouse" on a #1 spot, Saturday 10:30 to 11:00 A.M.; in Philadelphia, a #1 market; on a #1 CBS station, WCAU! Host for the show is *Patches*, popular local children's personality. The new Lincoln Logs *Building Contest* will be the big feature! In addition, **Lincoln Logs** will be advertised in these top rated comics—Roy Rogers, Gene Autry, Red Ryder, Tarzan and The Lone Ranger—plus The Grade Teacher, Child Life, Parents Magazine, Woman's Day, Good Housekeeping, and Family Circle.

GET THE HISTORY-MAKING DETAILS AT THE TOY FAIR . . .

Playskool makes history!

Playskool toys on self-selection units

Here's your answer to today's self-service, self-help selling trend! Never before have educational toys been made so desirable! The toys can be picked up —taken apart played with. Your customer can find out for herself—by sight and touch—just how wonderful **Playskool** toys really are!

The unit includes a peg-board superstructure with staggered shelves for dramatic single displays. A panel on the board carries pictures and descriptive copy for each toy. The entire unit is cold-lighted for brilliant color—clarity—excitement! Put it to work in your store without delay.

New! Playskool Foundation formed to help you!

A group of famous educators and child psychologists will contribute surveys and research projects which teach *us* more about the playtime needs of children . . . teach *your customers* the value of **Playskool**'s educational toys . . . and help *you* sell more toys more profitably. The Foundation, with **Playskool** toys, will be advertised in the leading consumer publications . . . will refer customers directly to your store!

OR MAIL THIS COUPON TODAY

PLAYSKOOL MFG. CO., 1435 Merchandise Mart, Chicago, Ill.

☐ Please send me complete details on your Playskool self-service display unit.

☐ Please send me complete details on how The Playskool Foundation plans to help me sell more toys.

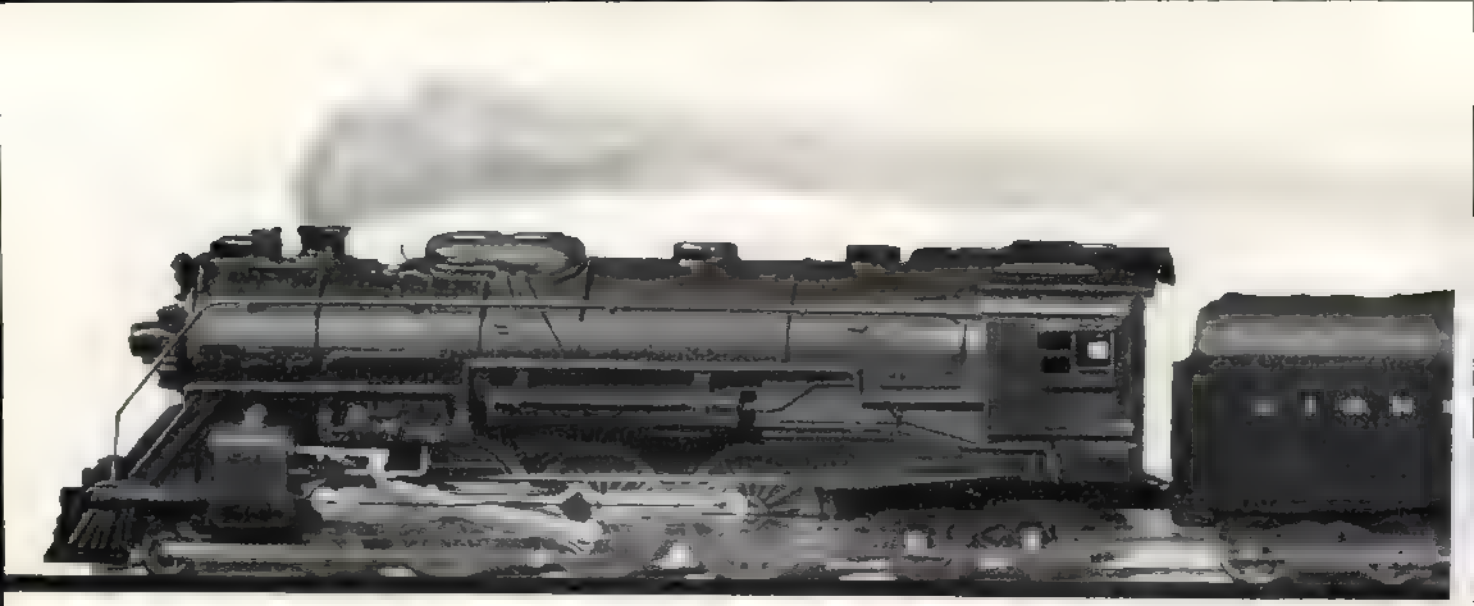
NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

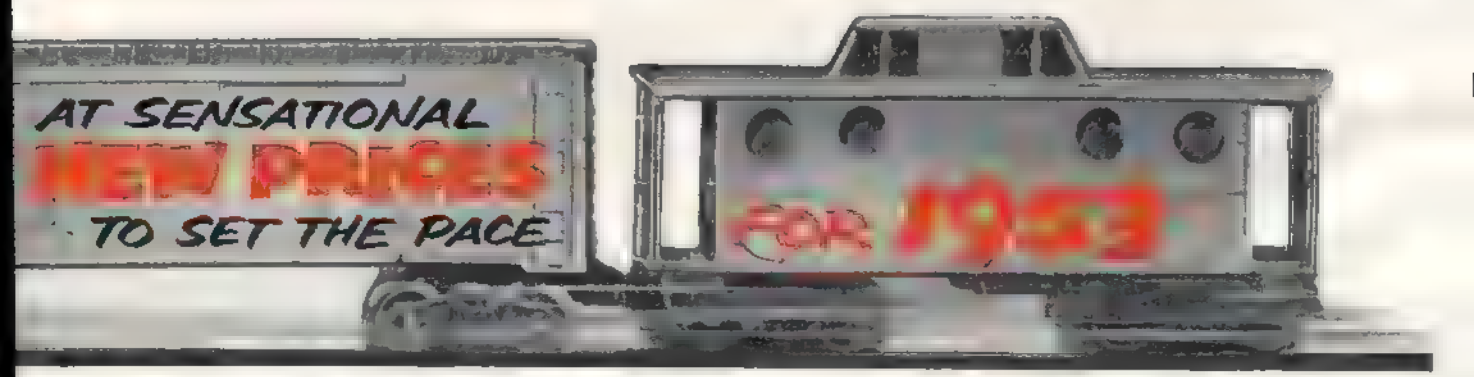
LIONEL TRAINS

Full Speed ahead for 1953



NEW
BIG SCALE MODEL

MAGNE-TRUCTION
SENSATIONAL LIONEL
EXCLUSIVE


AT SENSATIONAL
NEW PRICES
TO SET THE PACE
FOR 1953

for Mobiloil!

GOLD CUP TROPHY — First won in 1904 with 23.6 mph average, this perpetual trophy is power boat racer's most sought after prize.

COLORADO RIVER *Marathon* — Johnny Craven streaked to a new record of 54.409 mph for rugged 115 mile course, with Mobiloil Outboard.

Mobil Marine PRODUCTS

In grueling competition or easy pleasure cruising — famous Mobil Marine Products have long been first choice of boat owners everywhere. Good reason so many head for the Sign of the Flying Red Horse!

1903 • 1953 50TH ANNIVERSARY

SOCONY-VACUUM OIL COMPANY, INC.
and Affiliates MAGNOLIA PETROLEUM CO.
GENERAL PETROLEUM CORP.

NAME IN MOTOR OIL

CLEAN SWEEP

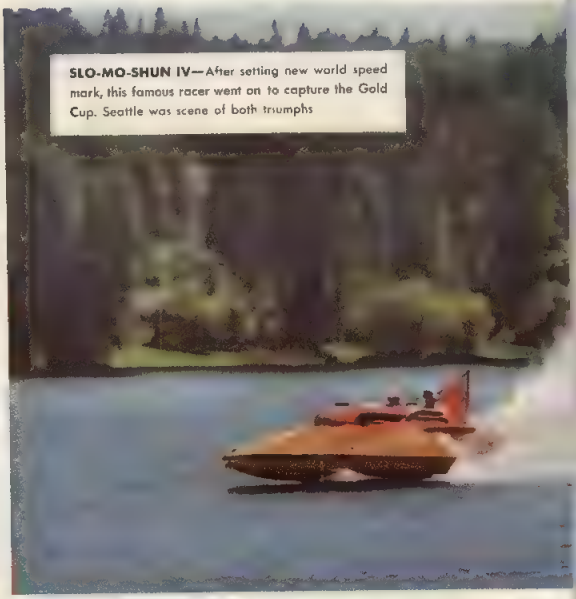
Slo-Mo-Shun IV Sets World Speed Mark of 178.497 MPH, Wins Gold Cup Classic with

Mobiloil

•

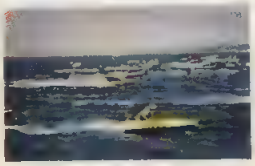
Winners of Major 1952 Outboard Marathons Protected by

Mobiloil Outboard



SLO-MO-SHUN IV—After setting new world speed mark, this famous racer went on to capture the Gold Cup. Seattle was scene of both triumphs

ALBANY *to New York Marathon* — A thorough pre-race check up like this helped Bob Switzer roar to a class DU victory at 42.1 mph average.



SEATTLE *109 Mile Marathon* — 2 hours and 26 minutes after the field crossed the starting line Pat Carmody was flagged winner of Unlimited Hydro Class

WINNEBAGOLAND *Marathon* — Ray Lenk, Class D-3 Winner and first to finish averaged 47.6 mph. 3 out of 5 class winners used Mobil Marine products.

FOR 50 YEARS THE GREATEST

THE DISNEYLAND
LIFE LIKE ACTION - WALKS - FLIRTS - SLEEPS
DISNEYLAND
TINKER
Peter Pan
TUMES
NDY - TNKER BE
PETER PAN
TINKER BELL
WENDY
SHINING
WASH
HAIR
COMB
CHARACTER
IKE ACTIONS
FLIRTS, SLEEPS
PMA Dolls Inc.
Disneyland Doll manufactured by P M A Dolls Inc.,
200 Fifth Avenue N Y 10

DOLL IN "PETER PAN" COSTUMES is CELANESE* Acetate PLASTIC

One of the newest of the many famous toys that depend on tough acetate for durability, shatter resistance, surface permanence and play safety

It's a safe bet that children are going to love the Disneyland doll with its entrancing costume changes. They'll love to dress it as Peter Pan or Tinker Bell or Wendy—pixie people in the newest Disney motion picture "Peter Pan" now playing to delighted audiences all over the country.

And it's a safe bet too that, because it is made of Celanese acetate, the Disneyland doll is going to satisfy retailers as well. They know that Celanese acetate means less breakage, fewer returns, and less shipping damage. Celanese Corporation of America, Plastics Division, Dept. 131-C, 290 Ferry Street, Newark 5, New Jersey.

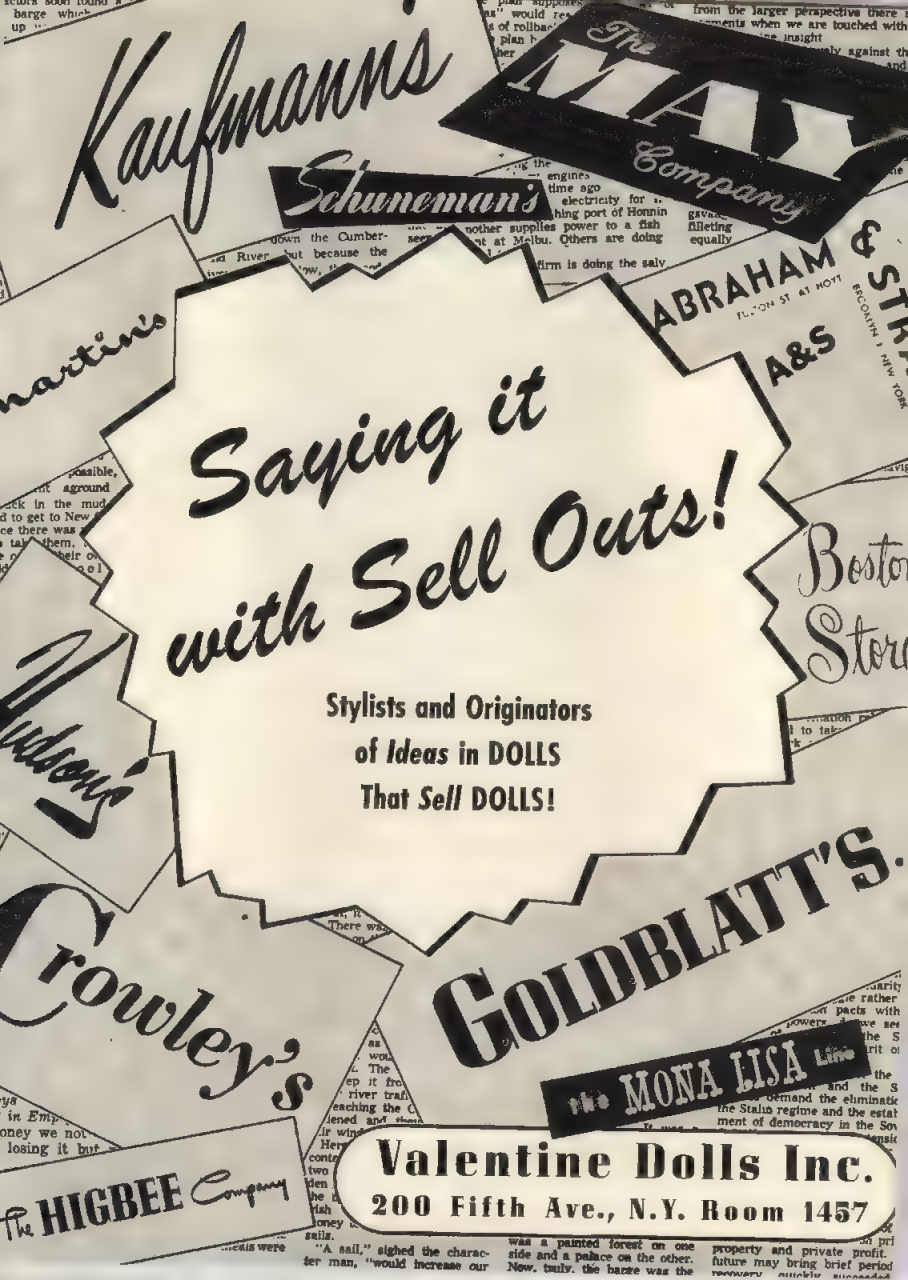
Canadian affiliate, Canadian Chemical & Cellulose Company, Ltd., Montreal and Toronto.

*Reg. U. S. Pat. Off.

Celanese*

TOUGH ACETATE PLASTICS

Macy's
GIMBELS
BEAT THE CLOCK
SYLVANIA
Winner of TV Guide Award
Most Glamorous Girl
"on Television"
Profit from the impact of ROXANNE'S following! Now on MORE TV Stations than ever before.
See the 1953 Walking ROXANNE DOLL, featured EVERY WEEK on your TV screen. No wonder this will be the "most wanted" doll of the year.
Sells for you!
See the NEW
Roxanne's TV Doll!
She WALKS!
"MISS GLAMOUR of 1953"
The Dayton Company
the MONA LISA Line
O'Neils
Valentine Dolls Inc.
200 Fifth Ave., N.Y. Room 1457


Kaufmann's
The MAY Company
Schuneman's
ABRAHAM & STRAUS
A&S
Saying it with Sell Outs!
Stylists and Originators
of Ideas in DOLLS
That Sell DOLLS!
Hudson's
Crowley's
GOLDBLATT'S.
the MONA LISA Line
The HIGBEE Company
Valentine Dolls Inc.
200 Fifth Ave., N.Y. Room 1457

Coronation Doll

12" of aristocratic splendor.

7½" of beauty, smartness and dignity.

A jeweled tiara, necklace, bracelet and royal orders, sparkling brilliantly on this beautifully designed formal dress made of non-tarnishable silver metallic material covered with chantilly lace, trimmed with a royal blue sash . . . truly a gown fit for the Queen.

At Popular Prices

SHOWN AT: McAlpin Hotel — Room 679

Dolls of Far-A-Way Lands, Inc.
subsidiary of Doll Bodies, Inc.
New York 12, N.Y.

Profit with these NEW terrific values in

Dolls OF FARAWAY LANDS

Doll collectors masterpieces. Beautifully and authentically costumed in satins, brocade and taffeta, moving eyes, jointed heads and arms. Priced for the mass market.

THE UNTOUCHED MARKET WILL GIVE TREMENDOUS VOLUME

REPRESENTATIVES:

East & South . . . Murray Richstone — 200 Fifth Ave. New York 10, N.Y.
Midwest . . . . . "Mac" Luttinger
Western States . . . Morey Goppel — 1206 South Maple Ave. Los Angeles, Cal.

Dolls of Far-A-Way Lands, Inc. subsidiary of Doll Bodies, Inc. New York 12, N.Y.

SHOWN AT: McAlpin Hotel — Room 679

GONG BELL

TOYS

305

BIG HORSE RIDER

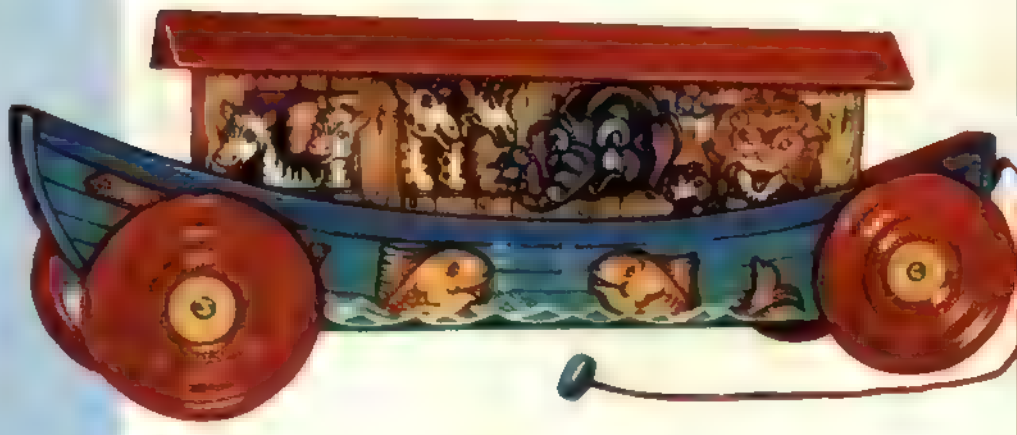
Large, strongly built horse rider. Shiny gongs ring in all four wheels. Enameled heavy steel legs and braces. Lithographed horse's head with plated jingle bells on the reins. Large wheel base gives it plenty of stability. It's big: 18" high, 13" wide and 23" long. Packed each in a box. Knocked down—easy assembly. Standard carton ½ dozen weighs 43 lbs. approximately.

THE GONG BELL MANUFACTURING COMPANY • EAST HAMPTON, CONNECTICUT
NEW YORK SALES OFFICE: Suite 316-318, 200 Fifth Avenue
Export Agent: Guiterman Co., 35 S. William St., New York, N. Y.

231

NOAH'S ARK

Colorful action pull toy. Bobs up and down as it is pulled along. Shiny gongs in wheels ring merrily. Beautifully and realistically lithographed—different animals on each side. 14" long. Packed each in a box. Standard carton 1 dozen weighs 21 lbs. approx.



251

JINGLE STROLLER

Large enough to hold a big doll or stuffed animal. (This beautifully lithographed stroller has shiny, ringing gongs in all four wheels.) Has foot rest and tubular steel handle 22" high, 8" wide. Well constructed. Hours of fun indoors or out. Knocked down — easy assembly. Packed each in a box. Standard carton ½ dozen weighs 24 lbs. approximately.

GONG BELL TOYS

Something NEW in TELEPHONES

by Handi-craft

SELF WINDING RINGING TELEPHONE

(NO SPRING TO BREAK)

Here's the number you've been waiting for. A ringing telephone that you don't have to wind. This one winds itself. No spring to break. Just press button and bell rings automatically. It's so simple that even a baby can operate it. Dial turns like real phone. Each phone is packaged in this eye catching carton.

Suggested Retail

98¢

MOLDED STYRON

NO. 690

Packed 2 doz. ass't. colors to a shipper. Weight 15 lbs., size 3½"x5"x4".

NO. 590

Packed 4 doz. ass't. colors to a shipper. Weight 25 lbs., size 3½"x5"x4".

Bank-O-phone

COMBINATION MONEY BANK AND RINGING TELEPHONE

This one serves as a savings bank as well as a toy. Slot is big enough to receive half dollars. Bell automatically rings as dial is turned. Dial returns to its original position. Comes in a colorful package. Available in black and red and yellow combinations.

79¢ Suggested Retail

ROOM 1171 McALPIN

SEE NEXT PAGE FOR OUR BABY

HANDI-CRAFT CO.

3207 CHIPPEWA, ST. LOUIS 18, MO.

Handi-craft MINIATURE RINGING TELEPHONE

This one looks like the higher priced phones only it is smaller. The dial is extremely easy to turn and causes bell to ring. A fascinating toy for the very young. *Packed 1 doz. assorted colors to a box. Minimum packing 3 doz. weighing 7 lbs. Number 490.*

Feature it at the Suggested Retail Price 29¢

FLOUR SIFTER

Just the thing for Mother's little helper. Actually sifts one cup of flour. Kiddies use it with their dishes or in the sand box. One piece molded styrene with wire screen molded in. Sturdy and durable. *Packed 1 doz. assorted colors to a box. Minimum order 3 doz. weighing 4½ lbs. Number 500.*

Suggested retail only **19¢**

Write for Information About Our Popular Line of CASTING SETS

HANDI-CRAFT COMPANY

3207 CHIPPEWA, ST. LOUIS 18, MO.

NORTHWESTERN'S Build It Yourself EARLY AMERICAN TRANSPORTATION HOBBY KITS

NOT ILLUSTRATED:

No. 613-K — 13 pc. RANCH BUGGY HOBBY KIT

Unassembled. Makes up into a No. 612 Ranch Buggy when put together. Plastic and metal. Complete. One to a box; 24 to shipper, wt. 8 lbs. f. o. b. St. Louis. 69c list.

No. 620-K... The GENERAL
All-Plastic Hobby Kit

60-piece, assemble-it-yourself, play-size locomotive that when put together will actually run on a "O" gauge track. A handsome, accurately scaled, easy to assemble, authentic Civil War engine and tender. Assembled size 9 1/16"x2 1/8"x2 3/4" over all. Complete **$1.29 list.**

No. 620-K. 1 to colorful carton; 24 to shipper; wt. 7 lbs. f. o. b. St. Louis

No. 620-D. Shipper contains 12 No. 620-K kits plus 1 completely assembled unit in transparent plastic case for display; wt. 4 lbs. f. o. b. St. Louis.

No. 611-K . . . All Plastic
FARM BUGGY HOBBY KIT

10-piece, all-plastic kit that is easily assembled into a play-size replica of a Farm Buggy that will actually run. Parts are of smooth, strong, hi-impact plastic. Complete and authentic. Assembled size 8 1/2"x4"x3 1/4" over all. 1 set to carton; 24 to shipper; wt. 7 lbs. f. o. b. St. Louis . . . . . **49c list.**

Introducing SUS-PENSE... new version of a great game that will spread like wildfire!

EVERYBODY will soon be playing Northwestern's

SUS-PENSE

$1.00 LIST

No. 630

New Guess-N-Spell Game. To see it is to want to play it! It will keep you in SUS-PENSE!

(HANGMAN)

Guess a letter, and hang to man on the trapeze. SUS-PENSE is Northwestern's colorful new "Guess-N-Spell" game. SUS-PENSE is well made — strong base, metal trapeze, generous pad of paper, 11 all-plastic playing parts.

Easy to play and a lot of fun, SUS-PENSE is an all-family game, for two to a dozen players. Educational too . . . and a wonderful game for a party! Complete instructions. Priced right for everyone.

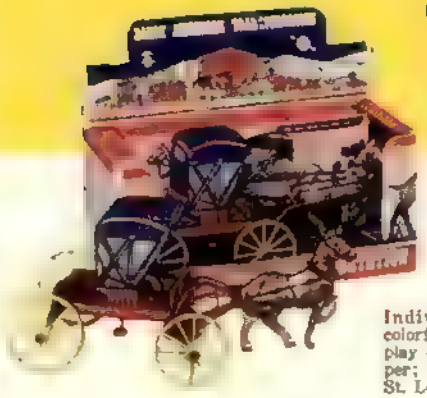
Beautifully packaged one to a colorful self-sealing carton, 24 to a shipper weighing 20 lbs. f. o. b. St. Louis.

NORTHWESTERN PRODUCTS COMPANY • • 2655-2723 Spruce St. • • St. Louis 3, Missouri

The Real McCoy! The Original . . . the Authentic
EARLY AMERICAN TRANSPORTATION TOYS

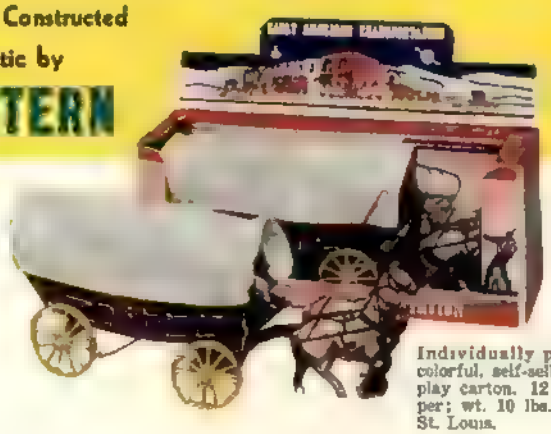
Correctly Designed and Constructed of Metal and Plastic by

NORTHWESTERN



Individually packed in colorful, self-selling display carton. 12 to shipper; wt. 7 lbs. f. o. b. St. Louis.

No. 612 Ranch Buggy. Colorfully lithographed steel horse, driver and hood. Very strong, hi-impact plastic body and wheels. Authentically scale-dimensioned and detailed. Large, play size—9½ x 4" x 4¼" **$1.29 list**



Individually packed in colorful, self-selling, display carton. 12 to shipper; wt. 10 lbs. f. o. b. St. Louis.

No. 610 Conestoga Wagon (Prairie Schooner). A beautiful and authentic replica of the romantic Covered Wagon. Real canvas cover. Sturdy steel undercarriage lithographed steel body, horses and driver. Very strong, hi-impact plastic wheels. 12½"x4"x5" **$1.95 list**

Individually packed in colorful, self-selling, display carton. 12 to shipper; wt. 9 lbs. f. o. b. St. Louis.

No. 614 Stage Coach. A strikingly beautiful and accurate replica of the western Stage Coach. Brilliantly colored and strongly built, with steel body, undercarriage, horses and driver. Hi-impact plastic wheels. 11½" x 3¾" x 4½" **$1.69 list**

Individually packed in colorful, self-selling, display carton. 12 to shipper; wt. 9 lbs. f. o. b. St. Louis.

No. 616 Springfield Freighter. Very strongly built with steel undercarriage, colorfully lithographed steel body, horses and driver. Hi-impact plastic wheels. A full 10¼ inches long, 4 inches wide, 5 inches high **$1.69 list**

Packed 6 sets to a shipper weighing 15 lbs. f. o. b. St. Louis

No. 618 Early American Transportation Set. The No. 610 Conestoga Wagon (Prairie Schooner), No. 614 Stage Coach, and No. 616 Springfield Freighter in a brilliant, 3-color, self-selling carton that doubles as a background. 24 full-color, action cut-out figures of Indians, Cowboys and Fighters add to play value. 13¼" x 15¼" x 4" over all **$5.00 list**

AUTHENTIC

LARGE . . . in color and detail.

play size - not miniatures.

BEAUTIFULLY MADE

Strongly built of steel and hi-impact plastic. Swivel axles for steering. Free gliding - will not damage floors. Safe - all metal edges folded; plastic is satin-smooth. Made right - the NORTHWESTERN way!

NORTHWESTERN PRODUCTS COMPANY • • 2655-2723 Spruce St. • • St. Louis 3, Missouri

ZANY HAND PUPPETS TO RETAIL AT 69¢

BY THE JAY V. ZIMMERMAN COMPANY — WORLD'S LARGEST HAND PUPPET MAKER

POPULAR - FAMOUS - HAPPY PUPPET CHARACTERS - THAT ALL CHILDREN AND ADULTS WANT!

LIST PRICE **$8.40** DOZ.

LESS USUAL TRADE DISCOUNTS
F. O. B. ST. LOUIS, 2% 10 DAYS
in CELLO BAGS or INDIVIDUALLY BOXED

at 69¢ each
BOXED SINGLY OR IN CELLO BAGS

SPECIAL 4-DOZEN ASSORTMENT FOR CELLO BAG PACK:

Complete with self selling Zany Stadium Display and Stand for Dramatic Self Help Multi-Unit Puppet Sales.

When Ordering Specify Bagged Display Stand Ass't.

2 FOR $1.39
(List: $16.80 Doz.)

GAY DOUBLE BOX

that serves also as play theatre. Best selling characters boxed in pairs

Packed 2 and 4 Doz.

***4 FOR $2.98**
(List: $36.00 Doz.)

IN THEATRE BOX SETS

No. MGM-TB—The 4 MGM Characters
No. TT-TB—The 4 Terrytoon Characters
No WB-TB—The 4 Warner Bros Characters

Packed 1 and 2 Doz. to carton

HEADS MADE OF PURE VINYLITE

- GARMENTS of multi-color, pre-shrunk, colorfast fabrics!
- HEADS perfect size for adult and child hand operation!
- Colorfully decorated with safe, non-toxic vinyl PAINTS!
- Some Zany Puppet Characters have MOVING EYES, safely fixed!
- Available in 2, 4 and 8 Dozen ASSORTMENTS (weight 6 lbs per 2 doz.)

ORDER ASSORTED OR BY NUMBER:
(Specify Boxed or Cello Bag)

Cat No.	Name of Character	
TC	Tom the Cat	Of MGM Color Cartoon Fame
JM	Jerry the Mouse	
DTD	Droopy the Dog	
BTB	Barney the Bear	
MM	Mighty Mouse	Of Terrytoon Cartoon Fame
TB	Terry Bear	
DKD	Dinky Duck	
HM	Heckle the Magpie	
BSB	Bugs Bunny	Warner Brothers Cartoon Fame
PP	Porky Pig	
SC	Sylvester Cat	
EF	Elmer Fudd	
JD	Jimmy Durante	And Many Many More!
BBR	Bonny Braids	
AW	Alice in Wonderland	
BM	Baby Monkey	
MB	Mosey Body	

ZANY TOYS, INC. *(Created and Manufactured by the Jay V. Zimmerman Company)*

1320 SOUTH GRAND BOULEVARD • ST. LOUIS 4, MISSOURI

AMERICAN TOYS

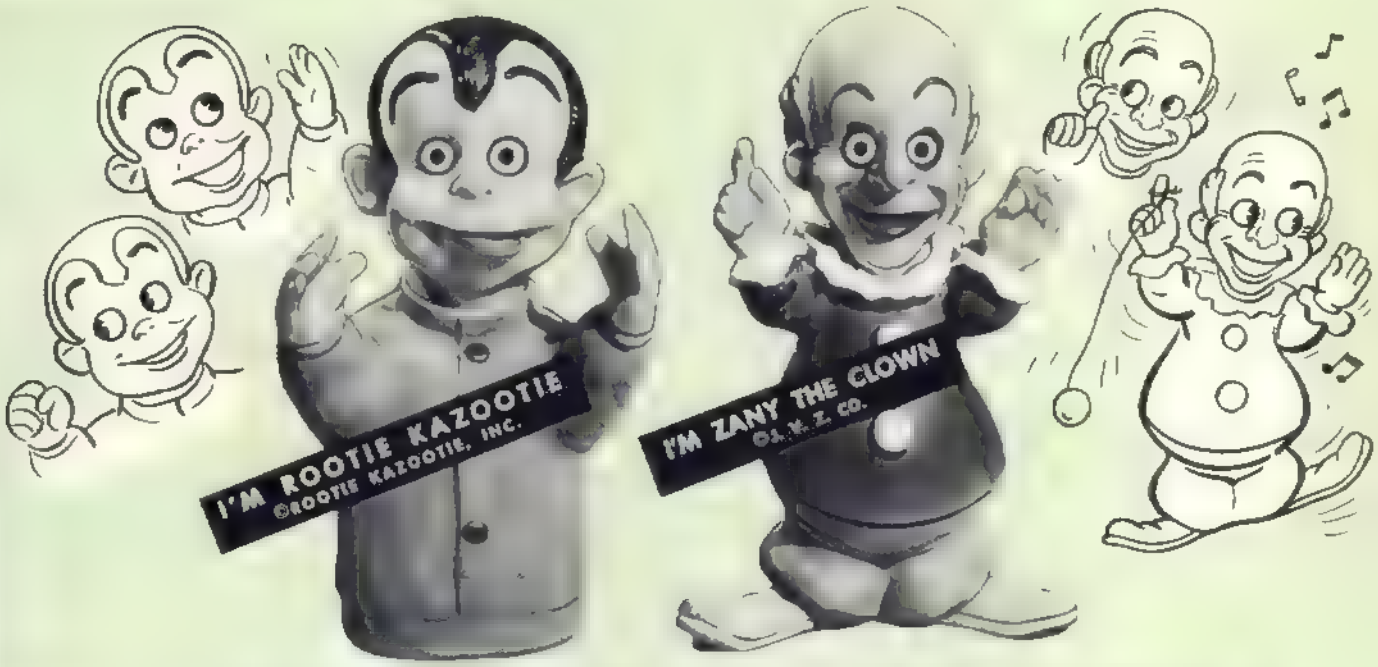
What should a

Hand-Ventriloquist-Dummy

PUPPET

BE ABLE TO **DO?**

MOVE ITS **EYES?**
MOVE ITS **MOUTH?**
MOVE ITS **HANDS?**
APPEAR TO **DANCE?**
APPEAR TO **SING?**
HOLD THINGS IN ITS **HANDS?**



THE NEW ZANY PUPPETS DO!

SEE THEM ROOM 728 NEW YORKER - 424 - 5th AVENUE BLDG.

ZANY TOYS, INCORPORATED

CREATED AND MANUFACTURED BY THE JAY V. ZIMMERMAN CO.

1320 SOUTH GRAND BLVD., ST. LOUIS 4, MO.

Advertised in **LIFE**
November 23, 1953

KLATTER-GATOR

His name's Kasey. Pull him! He's fascinating. A foot and a half of activated action for Tots and Toddlers. From tail to snout, Kasey's made of washable, non-toxic plastic in a galaxy of gay colors. **No. K-31** Retails **1.98.**

KUSAN

REPRESENTATIVES

A. H. DELFAUSSE CO.
2[illegible] Fifth Avenue Building
New York [illegible] New York

THE TOY MARKET
[illegible] Merchandise Mart
Chicago [illegible]

J. JACKSON SALES CO.
[illegible] Market Street
San Francisco [illegible] California

THE MOUNTAIN STATES SALES COMPANY
62[illegible] Mining Exchange Building
Denver Colorado

H. G. MELLMAN
7[illegible]1A Waterman Avenue
St. Louis [illegible]

PAUL HICKMAN
930[illegible] N. Elm
Henderson [illegible] Kentucky

FRANK E. LUCAS & CO.
[illegible] Wellington St. West
Toronto [illegible] Canada

AL SEYMOUR
[illegible] Box [illegible]
Avondale Estates Ga.

HUMPTY DUMPTY

Suggested retail
98c
No. K-61

- The colorful, lovable, three-dimensional nursery rhyme character.
- Take him apart—put him back together again and again.
- An educational puzzle for pre-school age children.
- Humpty is seven inches tall and a "barrel of fun."
- Molded of high impact styrene to take the roughest punishment.
- Beautifully decorated with non-toxic paints.... Absolutely safe....
- Each Humpty is gift packaged as illustrated.
- Suggested retail 98c. Stock No. K-61

PRINTED IN U. S. A.

KUSAN

REPRESENTATIVES

A. H. DELFAUSSE CO.
200 5th Ave at 26th St
New York 10, New York

THE TOY MARKET
1424 Merchandise Mart
Chicago, Illinois

J. JACKSON SALES CO.
1355 Market Street
San Francisco, California

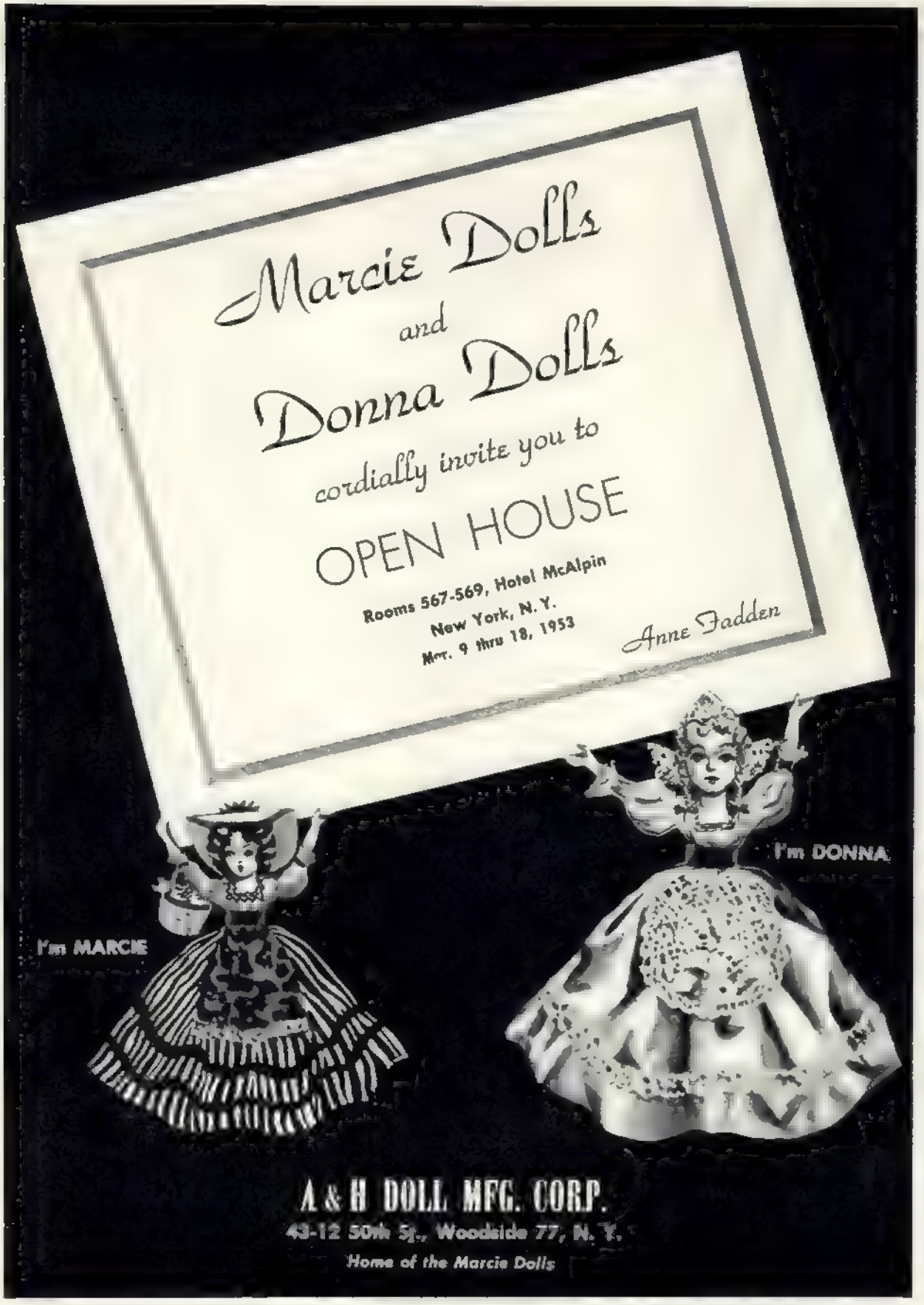
THE MOUNTAIN STATES SALES COMPANY
673 Mining Exchange Building
Denver, Colorado

H. G. MELLMAN
7116 Waterman Avenue
St. Louis, Missouri

PAUL HICKMAN
2301 N Elm
Henderson, Kentucky

FRANK E. LUCAS & CO.
66 Wellington St., West
Toronto, Canada

AL SEYMOUR
P O Box 87
Avondale Estates, Ga.


Marcie Dolls
and
Donna Dolls
cordially invite you to
OPEN HOUSE
Rooms 567-569, Hotel McAlpin
New York, N. Y.
Mar. 9 thru 18, 1953
Anne Fadden
I'm MARCIE
I'm DONNA
A & H DOLL MFG. CORP.
43-12 50th St., Woodside 77, N. Y.
Home of the Marcie Dolls

america's best-known and best-loved dolls

horsman

It's so much

easier to sell

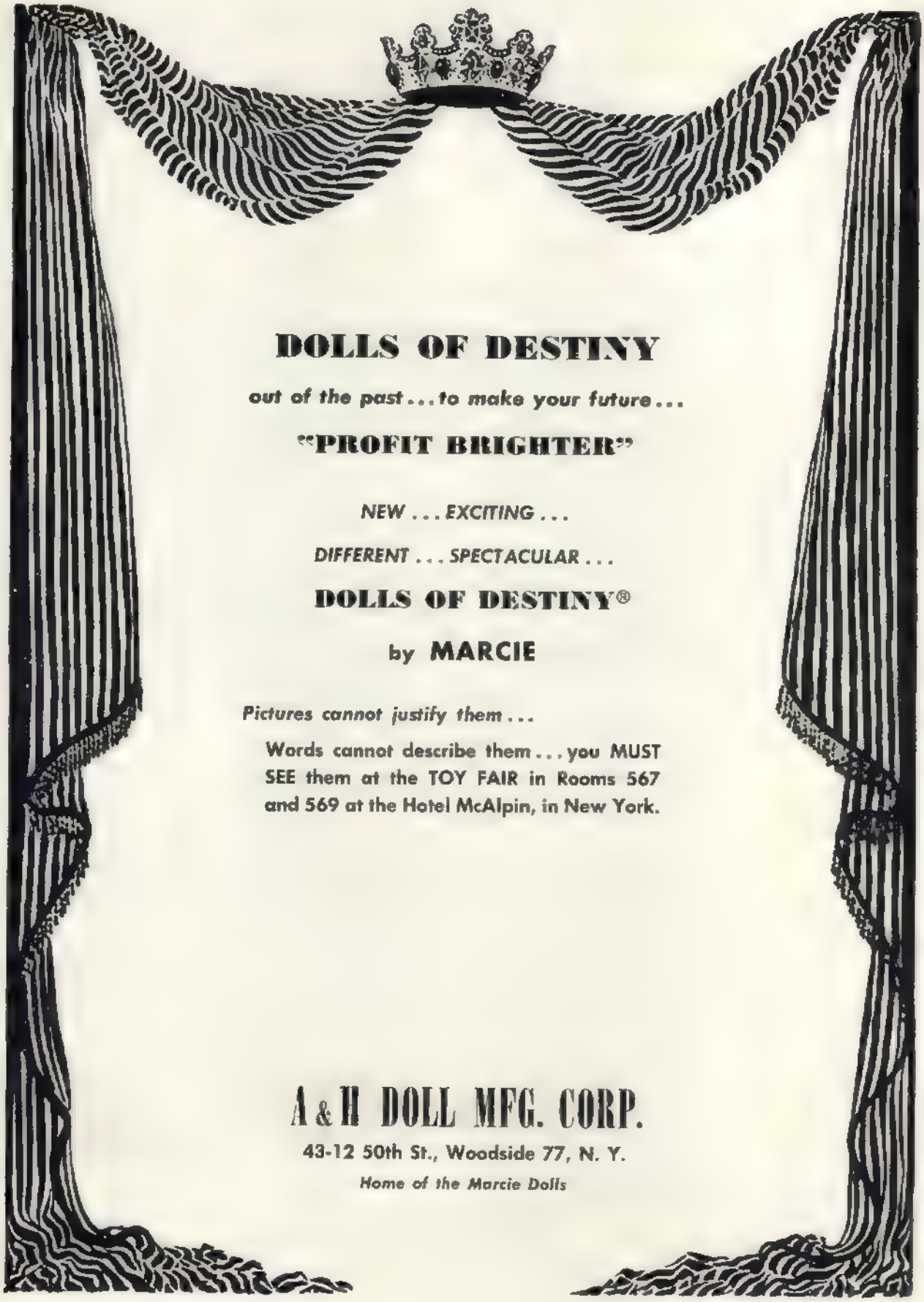
horsman

the 1953 line

that offers you everything

horsman dolls, inc.—200 Fifth Ave., N.Y. 10, *Factory:* Trenton, N. J.

dolls



DOLLS OF DESTINY

out of the past . . . to make your future . . .

"PROFIT BRIGHTER"

NEW . . . EXCITING . . .

DIFFERENT . . . SPECTACULAR . . .

DOLLS OF DESTINY®

by MARCIE

Pictures cannot justify them . . .

Words cannot describe them . . . you MUST SEE them at the TOY FAIR in Rooms 567 and 569 at the Hotel McAlpin, in New York.

A & H DOLL MFG. CORP.

43-12 50th St., Woodside 77, N. Y.

Home of the Marcie Dolls

New '53 Martin Outboards Give You Jet-Like Pick Up, Turtle-Pace Trolling, World's Simplest Operation!

Famous MARTIN AQUAMATIC *Twist*-SHIFT Gives You Simple One-Hand Control of SHIFT, SPEED, STEERING While You Face Forward for Safety's Sake

MARTIN makes *fishing* more fun than ever . . . puts more thrills in *speedboating*, thanks to famous simplified design that centers *all controls* in the steering handle! Imagine . . . *shifting, regulating speed,* and *steering all with one hand* while you keep "eyes front" for reefs, floating logs, water traffic! No matter what your outboard need, a thrifty lightweight or a power-muscled giant, MARTIN fills the bill! Enjoy years more of outboarding fun . . . visit your MARTIN dealer, first chance you get! Ask the man who "MANS A MARTIN"!

Check These "MORE-FOR-YOUR-MONEY" MARTIN Exclusives!

- ✓ **PROPELLER FOULED WITH WEEDS OR FISHLINE?** Inspection is easy with MARTIN exclusive *inboard swivel*, permits motor to swing *inside* boat. Great for overnight storage, tool Standard on MARTIN "75"—"45" and "20".
- ✓ **BOAT "TRIM" WRONG?** MARTIN vertical stern adjustment allows you to correct it with a twist of your wrist, from inside the boat!
- ✓ **TURN ON A DIME?** Reverse without shifting -full pivoted 360 degree steering for flexible, safe con-troll-ability
- ✓ **MOTOR "ON-THE-ROCKS"?** Don't worry— your MARTIN prop stops as motor runs. Once clear, Multiple Disc Clutch engages, prop starts again. NO SHEAR PINS! Standard on MARTIN "75" and "100".

Martin OUTBOARD MOTORS

FULL YEAR GUARANTEE with Nationwide Service

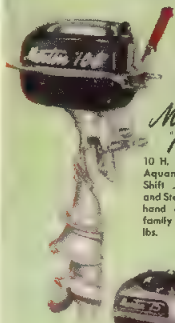
MARTIN and only MARTIN dares to give you *in writing* a full year guarantee . . . direct from the factory at Eau Claire, Wisconsin. Just another reason why, for all outboarding use, it pays to "Man a Martin"!

MARTIN MOTORS
Division: National Pressure Cooker Company, Eau Claire, Wis.
Canadian Sales by: MARTIN MOTORS
Division: National Pressure Cooker Co., (Canada) Ltd., Wallaceburg, Ontario

© 1952 N M

EVER BUILT!"

MEET THE *Martin* FAMILY AT LEADING BOAT AND SPORT SHOWS!



Martin "100"

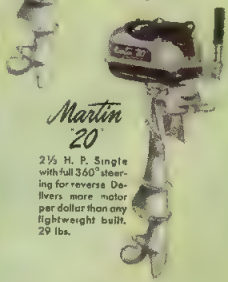
10 H. P Twin with Aquamatic Twist-Shift . Shift, Speed and Steer with one-hand control. The family favorite. 57 lbs.

Martin "75"

7.5 H. P. Twin with Aquamatic Twist-Shift. . Shift, Speed and Steer with one-hand control as you look ahead. The Fisherman's Friend! 44 lbs.

Martin "45"

4.5 H. P. Twin with Martin Twist-Grip . . . slow down or speed up at a wrist's turn. Full 360° steering lets you reverse without shifting. 36 lbs.



Martin "20"

2½ H. P. Single with full 360° steering for reverse Delivers more motor per dollar than any lightweight built. 29 lbs.

Prices start at $119.75 F.O.B. Factory.
Prices and specifications subject to change without notice.

FROM A THRIFTY LIGHTWEIGHT...TO A DYNAMIC POWERHOUSE...

JET-LIKE PICKUP! "ONE PULL" STARTS! TURTLE-PACE TROLL! Enjoy them all with MARTIN'S Mechanically-Controlled Poppet Valves . . . standard exclusive feature of *all* MARTIN MOTORS

WORLD'S "EASIEST-TO-RUN" OUTBOARD MOTORS thanks to MARTIN Aquamatic *Twist*-Shift, standard on MARTIN "75" and "100" and MARTIN *Twist*-GRIP, standard on MARTIN "40"

See the classified pages of your phone book for the location of your nearest MARTIN OUTBOARD MOTOR dealer.

Write for **FREE CATALOG** describing the complete line of MARTIN MOTORS! Address: Dept. 536

MAN A MARTIN . . . BEST OUTBOARDS

HOLLAND - AMERICAN "60"
"The Bermudian." The last word in a 1953 fast promenade deck cruiser. Unusual accommodations, including two large double staterooms aft, each with private bath.

HOLLAND-AMERICAN *offers*

three superb motor yachts

- ★ *modern American design by America's foremost naval architects*
- ★ *old fashioned Dutch craftsmanship by Europe's finest custom yacht builders*
- ★ *choice of Honduras or African mahogany joiner work. Teak if preferred, no additional charge. Burma teak decks standard equipment.*
- ★ *twin General Motors diesel engines and choice of finest American equipment*
- ★ *guaranteed delivery dates, with all duty paid*

Left—HOLLAND - AMERICAN "52"
"Bimini Sportfisherman." A deluxe offshore fisherman, custom equipped as you want it. Also available as an outstanding seagoing cruising yacht.

For the finest in American yachting at Holland prices, contact

New York National Boat Show
Booth 420 fourth floor

HOLLAND AMERICAN YACHTS, Inc.

Pershing Square Building, New Rochelle, N. Y.
Phone: New Rochelle 2 4229

Miami Boat Show
February 20th to 25th

HOLLAND - AMERICAN "64"
"THE CARIBBEAN"
A promenade deck diesel cruiser with luxurious accommodations, including three double staterooms, each with private bath

This is a full size illustration of TUBBY
All other items shown in center spread and on back page stand at least 6½ inches high

521

TUBBY

98¢

Presenting

DISTINCTIVE TOY PARADE

by

TOY CREATIONS

AKTOY

1035 POST STREET
SAN FRANCISCO, CALIF.

Exclusive Toy Creations

98¢

523 SUZY

by

ONE OF AMERICA
MOST PROMINEN
DESIGNERS

★

98¢

522 JUMBY

Exceptionally soft, pure, natural rubber toys are especially designed for busy little fingers. These colorful moulded beauties are complete in the finest detail so that each animal is readily identified

All **AKTOYS,** of superior design and manufacture are individually packed in attractive color boxes inviting your customers to take home one or more of these premium-type gifts. Shipping weight of a 2 dozen carton is approximately 11 pounds

98¢

525

RICKEY

98¢

524 MIMI

An all-rubber whistle is securely moulded into each silky smooth, tender, skin-like rubber animal, always assuring delightful squeaks — even with the slightest touch.

Company reserves the right to make changes in design and color without further notice

59¢

533
SQUEEZE ME

531
CHUCKY

79¢

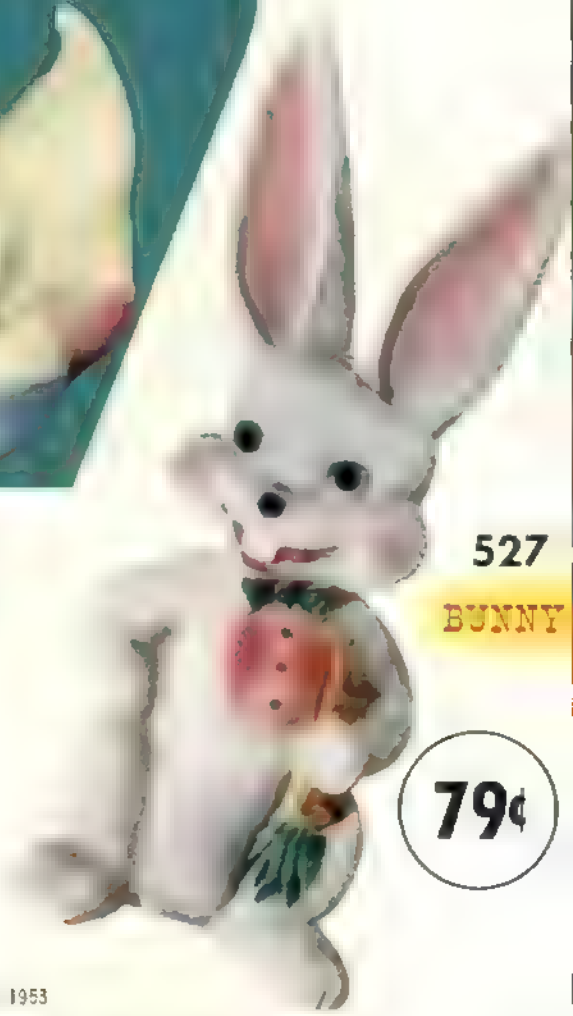
532 PIGGY

79¢

526
TONY

528 SNOOTY

79¢



527
BUNNY

79¢

89¢

Bilnor

America's Finest Inflatables

Spring 1953 Summer

NEW ITEMS! · NEW FEATURES! · NEW DESIGNS!

LIFETIME Guarantee

YOUR ABSOLUTE SATISFACTION IS GUARANTEED!

Every Bilnor Plastic inflatable is carefully inspected and tested before it is packed. Each item is unconditionally guaranteed against defects in material and workmanship. Should you find any flaw in the material or the normal action of this product, return it while still in use to the address below and it will be replaced with a new item.

All genuine Bilnor brand Wading Pools, Surf Riders, and Ski Boats carry a Lifetime Warranty. Should any reputable dealer offer you these fine rig the damage occurs during the useful life of this warranty, send it to us and it will be repaired without charge and returned to you. All you pay is the postage to and from the factory.

Bilnor corp.
300 Morgan Ave Brooklyn 11 N Y

Nationally Advertised – Nationally Publicized

and

Lifetime Guaranteed

Bilnor CORP.

300 Morgan Avenue • Brooklyn, N. Y.

Guaranteed by Good Housekeeping

PARENTS MAGAZINE

VINYLITE PLASTICS

Bilnor

HELPS YOU SELL

NATIONAL ADVERTISING AND PUBLICITY
NATION-WIDE PROMOTIONS

WADING POOLS

New Play Spray Added to Famous Features!
Seven Sizes for Every Purse and Purpose
Years Ahead in Eye-Appeal and Buy-Appeal

Compare These Features!

LIFETIME GUARANTEE
– assures customer confidence!

PLAY SPRAY SHOWER
adjustable and unit packed!

TRIPLE-RING DESIGN
easier inflation, greater safety!

METAL SCREW-TIGHT VALVES
—in molded seats, with protective caps!

SIDE WALL DRAIN
no lifting, dumping, or bailing!

COMBINATION SEAT
air cushioned, water ballasted!

COLORFUL DECORATIONS
gay, multi color bottom prints!

EXTRA HEAVY VINYLITE
greater strength, damage resistance!

GARDEN HOSE CONNECTOR
no lawn damage when draining!

MAINTENANCE KIT
—accidental damage easily repaired!

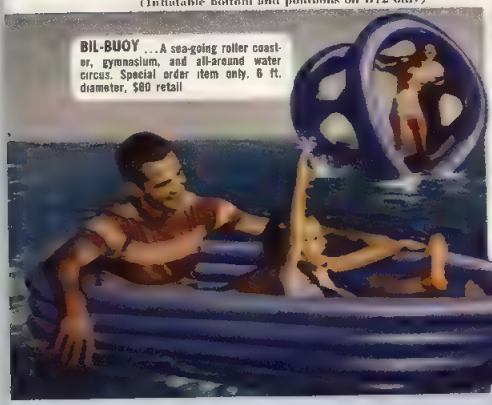
Model	Code No.	Size	No. To Case	Case Wt.	Retail Price
Pint-Size Pond	WP 44	44" x 9" — 50 gal	12	42 lbs.	$ 9.00
Suburban Splasher	WP 54	54" x 9" — 70 gal	12	50 lbs.	12.00
Kiddie Cove	WP 60	60" x 10" — 110 gal	6	34 lbs	15.00
Patio Pool	WP 72	72" x 12" — 170 gal.	6	43 lbs	20.00
Play Bay	WP 7F	7' x 12" — 250 gal	3	35 lbs	30.00
Lawn Lagoon	WP 9F	9' x 14" — 450 gal.	1	15 lbs	40.00
Garden Lake	WP 9F	9' x 18" — 800 gal..	1	19 lbs.	60.00

(Garden hose connector on WP7F, WP8F, and WP9F only)

BIL-BOATS

More Fun Than Anything Afloat

★ Independently Inflatable Air Channels
★ Metal Screw-Tight Valves in Molded Seats
★ Level, Inflatable "T" Design Bottom
★ Non-Sinkable Even if Loaded *and* Flooded
★ Twin Water-Ballasted Stabilizer Pontoons
★ Maintenance Kit for Easy, Instant Repair
(Inflatable bottom and pontoons on B72 only)

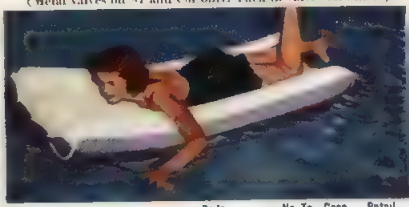


BIL-BUOY ... A sea-going roller coaster, gymnasium, and all-around water circus. Special order item only. 6 ft. diameter, $60 retail

SURF RIDERS

For Sea or Sand—For Lake or Lawn!

★ Four Independently Inflated Channels
★ Metal Screw-Tight Valves in Molded Seats
★ Do Perfect Double Duty as Beach Rolls
★ Grommets and Nautical Cords Included
★ Support up to 250 Pounds in the Water
★ Maintenance Kit for Accidental Damage
(Metal valves on S7 and CM only. Turk in valves on others)



SURF RIDERS
*Pat. Pending

Model	Code No.	Size	No. To Case	Case Wt.	Retail Price
3-Footer	S 4..38" x 24" flat	12	16 lbs.	$3.00
4-Footer	S 5..48" x 29" flat	12	21 lbs.	5.00
5-Footer	S 6..64" x 34" flat	12	31 lbs...	8.00
De-Luxe	S 7..65" x 27" flat	12	33 lbs..	10.00
*Cool Mat	C M. 65" x 36" flat	12	63 lbs .	15.00

De-Luxe model has special "T" construction. Cool Mat model has separate water and air chambers ... water draws off body heat. Serves as a surf rider when filled with air only.

BIL-BOATS
*Pat. Pending

Model	Code No.	Size	No. To Case	Case Wt.	Retail Price
Junior	B 56	56" long—3 channels	12	28 lbs.	$8.00
*Senior	B 72	72" long—4 channels	6	57 lbs.	25.00

EVERY BILNOR PRODUCT IS INDIVIDUALLY AND ATTRACTIVELY PACKAGED

Bilnor

HELPS YOU SELL

LOCAL ADVERTISING AND DISPLAY AIDS
SALES TRAINING MATERIAL

BEACH TOYS

A New and Expanded Line!

- **Imaginative Designs**
- **Vivid Colors**
- **Superior Construction**
- **Sturdy Dependability**

B-LINER
(Patent Pending) Highly ingenious new third-dimensional water toy —to play with or swim in! It'll be "anchors aweigh" to ports of fun.
L 15 ★ 26" x 18½" x 18"
6 Doz./C.Wt. 38 lbs. ★ $1.50 R

SPACE SHIP
Brand new and "out of this world!" A dramatic item sure to capture the young fry's fancy. Realistically designed and colored
Y 25 ★ 42" x 29" x 15"
2 Doz./C.Wt. 20 lbs. ★ $2.50 R

BRONCO BILL Exciting new "whinnying" rodeo steed, with saddle-shaped back.
H 15 ★ 23" x 20"
6 Doz./C.Wt. 38 lbs. ..... $1.50 R

FLYING SAUCER The men from Mars will now have to look to their laurels!
X 15 ★ 32" x 18"
6 Doz./C.Wt. 36 lbs. ..... $1.50 R

DONUT DUCK . . . A real "quackerjack" of an item! New type head ring, smart design. (Pat. pending)
D 10 ★ 20" x 14" x 13"
12 Doz./C.Wt. 60 lbs. ..... $1.00 R

BIL-FROG Gay new "split ring" novelty. A practical swimming aid for tiny tads.
F 10 ★ 24" x 16"
2 Doz./C.Wt. 56 lbs. ..... $1.00 R

DASHER . . . An old favorite in new colors. A sea horse the kids can really ride!
H 20 ★ 27" x 24"
2 Doz./C.Wt. 14 lbs. ..... $2.00 R

MOPY DICK . . . Senior size . L F ★ 44" x 21"
6 Doz./C.Wt. 45 lbs. ..... $2.00 R
CHUBBY . . . Junior size ..... S F ★ 24" x 12"
12 Doz./C.Wt. 26 lbs. ..... $ .75 R

EVERY BILNOR PRODUCT IS INDIVIDUALLY TESTED TO ASSURE AGAINST RETURNS

BEELINE

Promotional Inflatables

"PRICED FOR PIGGY BANK BUDGETS"

The *quality* promotional line among plastic inflatables, these Bilnor-made products for the low-price field have terrific sales appeal. Cleverly designed and carefully constructed, they have no equals in their price brackets. Every one is individually and attractively packaged.

WADING POOLS

New Metal Plug-in Valves!

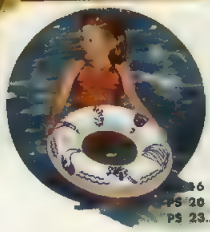
Contrasting Color Combinations
Beautifully Decorated Bottoms
Maintenance Kit Included

Type	Code No.	Size	No. To Case	Wt. Case	Retail Price
2-Ring	KP 46	46" x 36" (oval) x 6"	30 gal.	12	26 lbs. $ 5.00
3-Ring	KP 50	50" x 8"	60 gal.	12	30 lbs. 8.00
3-Ring	KP 55	54" x 9"	70 gal.	12	40 lbs. 10.00

MATTRESS

Five Channels Tuck-In Valves
Olive Drab

MOD • 72" x 24" inflated
1 Doz/C Wt. 35 lbs. • $8.00 R



PLAY BOATS

Two Independent Air Channels • Individually Boxed • Improved Tuck-Under Valves
Maintenance Kit Included

Code No.	Size	No. To Case	Case Wt.	Retail Price
C 32	32"	12	13 lbs.	$3.00
C 52	52"	12	29 lbs	6.00

SWIM RINGS

P6	16"	12 Doz/C Wt.	26 lbs.	$ .75
P 20	20"	12 Doz/C Wt.	30 lbs.	1.00
P9 23	23"	6 Doz/C Wt.	26 lbs.	1.50

Tuck-Under Valves

Bilnor CORP.
300 Morgan Avenue • Brooklyn, N. Y

★ SALES REPRESENTATIVES ★

Met. New York, N.J., Va.
A. Shevins
300 Morgan Avenue
Brooklyn 11, N. Y.

East Coast
H. L. Merin Company
200 Fifth Avenue
New York 10, N. Y.

South
Brown, Eddy, Inc.
198 South Main Street
Memphis, Tenn.

Illinois and Wisconsin
Herman Altshuler
1413 South Tripp Avenue
Chicago 23, Ill.

Middle West
James R. Cavanagh & Assoc.
949 Linden Avenue
Oak Park, Ill.

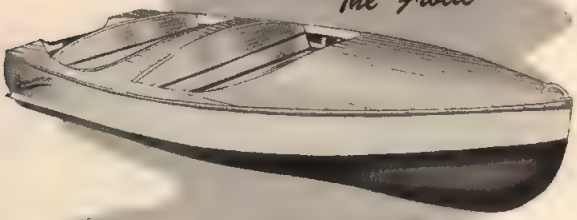
West Coast
Murry F. Felds
6025 Shattuck Ave.
Oakland 9, Calif.

BEST IN BOATS . . .

Bowman

Recognized nationally for high quality and top performance, Bowman strip boats are designed for striking beauty and exceptional stability for fishing, utility and water sports. The scientific semi-vee bottom employed in their design permits quick planing and surprising performance with the smallest motors and superb action with the largest. Practically non-tippable. Even when filled with water will support occupants and fishing gear. Available in 12, 14 and 16 lengths in 4 major models. Rambler "Standard," Tramp "Deluxe," Rogue "Supreme" and Frolic "Super." The 14 and 16 Tramp, Rogue and Frolic models are also available in the coastal size—of identical construction and dimensions except with wider beam and greater depth

The Frolic



THE FROLIC "SUPER"

A real eye-catcher! This sporty runabout is equipped with both a fore and mid deck. The decking is a beautiful blending of dark and light red cedar, hand-rubbed to a lustrous mirror finish and brass-fastened to substantial oak cross beams. Has wide rear deck beams in both fore and aft cockpits for attaching a steering wheel, windshield or other extras where desired. And for real comfort, the stern cockpit is fitted with a folding seat back. The outside of the hull is finished with 3 coats of the best marine enamel—white topside with a green bottom and a red spray shield. The inside, deck, seats and gunwales are finished with 3 coats of marine bakelite spar varnish. Fitted with brass hardware including bow lift handles and oarlocks, complete with horns and sockets. Bow trimmed with smart stem band. All oak parts treated to control dimensions, repel moisture and resist rot.

34Y234-22715—12' . . . Retail $324.50
34Y235-24465—14' . . . . . Retail $349.50
34Y236-26565—16' . . . . . Retail $379.50
34Y237-28215—Coastal 14' . . . Retail $374.50
34Y738-28315—Coastal 16' . . . Retail $404.50

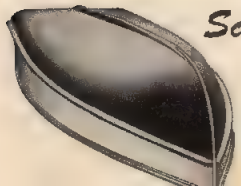
The Rogue

THE ROGUE "SUPREME"

Proven the ideal family boat. Has plenty of room for a fishing trip, yet is snappy enough in appearance for water sports. Its crowned, hand-rubbed deck of select, blended dark and light cedar is brass-fastened to sturdy oak deck beams. The handy storage compartment below the deck—welcomed by most boat owners—provides protection for fishing gear, food and clothing. Has extra wide rear deck beam for attaching a steering wheel. Its oak deck supports provide a base for attaching a windshield or other "extras." Hull exterior finished with 3 coats of the best marine enamel—white topside, green bottom and red spray shield. 3 coats of marine bakelite spar varnish is used on inside, deck, seats and gunwales. Has brass fittings (bow lift handle, oarlocks) and a smart stem band on the bow. Oak parts treated to control dimensions, repel moisture and resist rot.

34Y229-19565—12' . . . . . Retail $279.50
34Y230-21315—14' . . . . . Retail $304.50
34Y231-23065—16' . . . . . Retail $329.50
34Y232-23065—Coastal 14' . . . Retail $329.50

Scientific Semi V-Bottom



Bowman strip boats, with the scientific semi-vee bottoms, have hulls built for high speed as well as level riding. The bottom design is the result of considerable experience and testing. Bowman strip boats assume a plane quickly with a minimum of horsepower—and hold a tight turn at high speed. Regardless of motor size or water condition, the bottom of a Bowman boat is stable. It will not wave or ripple under heavy pounding at high speeds. Bowman dependability and style

Nationally Recognized Cedar Strip Boats

THE TRAMP "DELUXE"

The favored fisherman's selection. Extra sturdy for rugged use. Wide and deep to provide maximum safety for fishing or only a pleasure outing. Nationally known and accepted by discriminating boating enthusiasts and resort owners. No finer fishing boats made. Completely brass-fastened for use in either salt or fresh water. Outside of hull finished with 3 coats of the best marine enamel—white topside with a green bottom and a red spray shield. The inside, deck, seats and gunwales are finished with 3 coats of marine bakelite spar varnish. Fitted with brass bow handle and oarlocks plus a smart stem band on the bow. All oak parts treated to control dimensions, repel moisture and resist rot.

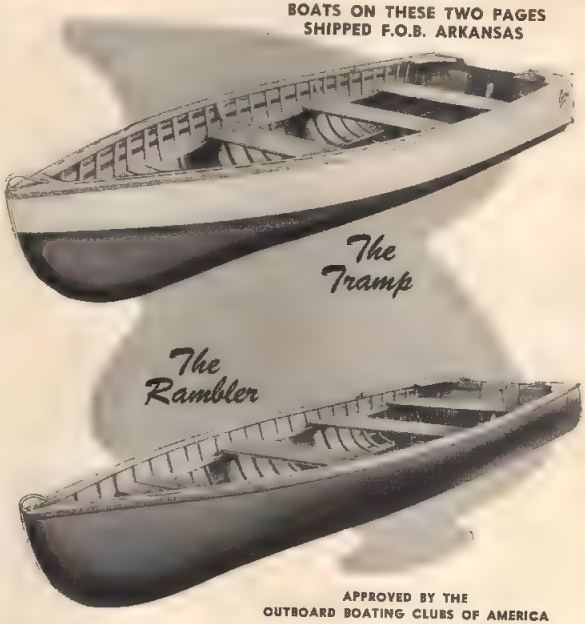
34Y224-18165—12'. . . . . Retail $259.50
34Y225-19915—14'. . . . . Retail $284.50
34Y226-21665—16'. . . . . Retail $309.50
34Y227-21665—Coastal 14' . . . Retail $309.50
34Y228-23415—Coastal 16'. . Retail $334.50

THE RAMBLER "STANDARD"

The economical choice of fishermen desiring a truly safe family boat. Seats are set extra high to eliminate the cramped legs often experienced on all day fishing trips. Has a fine, lightweight planing hull that will handle a wide range of motors. The hull exterior is finished with 3 coats of the very best green marine enamel. The inside, seats, deck and gunwales are finished with 3 coats of marine bakelite spar varnish. Completely brass-fastened for use in either salt or fresh water. Fitted with brass bow handle and oarlocks. Has a smart stem band on the bow for extra trim. All oak parts are treated to repel moisture, resist rot and to control dimensions.

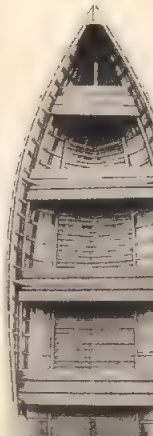
34Y231-15715—12'. . . . . Retail $224.50
34Y222-17465—14'. . . . . Retail $249.50
34Y223-19215—16'. . . . . Retail $274.50

BOATS ON THESE TWO PAGES SHIPPED F.O.B. ARKANSAS



APPROVED BY THE OUTBOARD BOATING CLUBS OF AMERICA

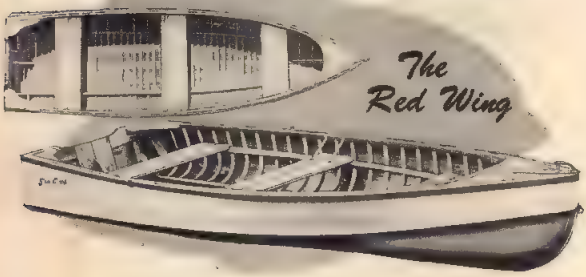
No.	Name	Length	Beam	Stern Width	Stern Depth	Amid. Depth	Bow Depth	Deck Length	Seats	Max. H P	Ship Wt.
34Y221	Rambler	12'	50"	47"	16"	19"	21"	8"	3	12	225
34Y222	Rambler	14'	51"	47"	17"	20"	22"	8"	3	16	250
34Y223	Rambler	16'	52"	47"	17"	21"	23"	8"	4	16	300
34Y224	Tramp	12'	52"	48½"	17"	21"	24"	8"	3	16	300
34Y225	Tramp	14'	54"	48½"	18"	23"	26"	8"	3	25	325
34Y226	Tramp	16'	55"	50"	18"	23"	26"	8"	4	25	345
34Y227	Coast. Tramp	14'	57"	50"	18"	25½"	29½"	8"	3	33	333
34Y228	Coast. Tramp	16'	57"	50"	18"	25"	29½"	8"	4	33	455
34Y229	Rogue	12'	52"	48½"	17"	21"	24"	46"	2	16	310
34Y230	Rogue	14'	54"	48½"	18"	23"	26"	54"	3	25	355
34Y231	Rogue	16'	55"	50"	18"	24"	26"	66"	3	33	360
34Y232	Coast. Rogue	14'	57"	50"	18"	25½"	29½"	54"	3	11	345
34Y233	Coast. Rogue	16'	57"	50"	18"	25½"	29½"	66"	3	33	375
34Y234	Frolic	12'	52"	48½"	17"	21"	24"	46 10	2	16	325
34Y235	Frolic	14'	54"	48½"	18"	23"	26"	54 12	3	25	350
34Y236	Frolic	16'	55"	50"	18"	24"	26"	66-12	3	33	375
34Y237	Coast. Frolic	14'	57"	50"	18"	25½"	29½"	54 12	3	33	360
34Y238	Coast. Frolic	16'	57"	50"	18"	25½"	29½"	66-12	3	33	380



Construction of Bowman Strip Boats

Painstaking craftsmanship and the best of selected materials go into all Bowman boats, winners of the coveted seal of approval of the Outboard Boating Clubs of America. Bowman's strip construction process permits the use of compound curves which give these boats a maximum of all desirable performance characteristics. Each is brass screw-fastened through every plank to every rib while under terrific lateral pressure. Water-tight compressed seam construction forms practically a one-piece hull. Bowman boats are dependable and sure before shipping. The hull strips in Bowman boats are strictly vertical grain, select, properly dried western red cedar planking ½ x 1⅛". The best grade, well seasoned bending oak is used for ribs, bilge stringers, keel, knees, rails and gunwales. 7-ply mahogany transoms are reinforced with oak. The wide comfortable seats are made of extra heavy 1⅛" cedar. Added life and safety factors are built into Bowman boats with their extra heavy bilge stringers running the full length

Cedar Strip Boats by... Sea Craft



Sea Craft strip boats are built of durable ¼ x 1⅛" cedar planking with compressed seams. The finest native Wisconsin oak, as used in their full length, gunwale-to-gunwale ribs and floor half ribs, provides extra strength. A special construction feature of Sea Craft boats is the fact that no nails are used—all strips are securely fastened to the ribs with screws—approximately 2300 per boat. Stems are of 2-piece construction, steam-bent oak. Transoms are 7-ply marine plywood, oak reinforced and faced with mahogany for permanent resistance to warping. Ribs are 1 x 1⅝" selected oak; stringers are 1⅛ x 1⅝" selected oak; gunwales are 13/16 x 1⅛" selected oak; decking is of cedar and seats are ⅞ x 12" pine, cedar or equal.

Boats on this page shipped F.O.B. Wisconsin

Stock No	Name	Gun'l Lgth.	Beam Width	Stern Width	Stern Depth	Amid. Depth	Bow Depth	Deck Lgth.	No. of Seats	Wt. Lbs.	Ship Wt.	Max H.P.
34Y955	Chippewa	14'	48"	38"	16"	17"	20"	8"	3	150	250	7
34Y959	Red Wing	14'	48"	40"	17"	18"	24"	24"	3	180	300	16
34Y993	Big Bear	14'	54"	50"	18"	22"	26"	25"	3	195	325	25
34Y994	Big Bear	14'	50"	48"	18"	20"	24"	25"	3	185	315	22
34Y995	Big Bear	12'	50"	48"	18"	20"	24"	25"	3	175	285	16
34Y998	Hiawatha	14'	50"	48"	18"	20"	24"	48"	3	200	330	22
34Y999	Hiwatha	12'	50"	48"	18"	20"	24"	48"	2	190	300	16

THE HIAWATHA

Practical and good looking, the Hiawatha performs double duty as a runabout or fishing boat. A long deck gives it the dash of a runabout and provides storage for fishing gear, lunches and clothing, while protecting from sun, spray and weather. Has back-rests on middle and rear seats. Finished with 3 coats of bakelite spar varnish on inside, deck, gunwales and seats. Hull finished with 3 coats of white marine enamel above spray shield and 3 coats of green marine enamel below it. Exposed fittings are brass. Shipped complete in a sturdy wood crate.

14' Hiawatha—Measures 14' long at the gunwale, has 50" beam and is 20" deep amidships. Equipped with 3 seats.
34Y998-23438.....Retail **$312.50**

12' Hiawatha—Measures 12' long at the gunwale, has 50" beam and is 20" deep amidships. Equipped with 2 wide seats.
34Y999-16500 .....Retail **$280.00**

THE BIG BEAR

Ideal for fishing, light enough for easy rowing, the Big Bear has similar construction in most respects to the Hiawatha described above excepting its lighter weight. Middle and rear seats do not have back rests.

Deluxe 14' Big Bear—Measures 14' at the gunwale, has 54" beam and is 22" deep amidships. Equipped with 3 seats.
34Y993-21938.....Retail **$292.50**

Intermediate 14' Big Bear—Measures 14' at the gunwale, has 50" beam and is 20" deep amidships. Equipped with 3 seats.
34Y994-17550..... ..Retail **$270.00**

Little 12' Big Bear—Measures 12' at the gunwale, has 50" beam and is 20" deep amidships. Equipped with 3 seats.
34Y995-17050.....Retail **$247.50**

THE 14' RED WING

Here's a planing boat that gets you to the fishing spots in a hurry with large motors, yet has the advantage of easy handling with oars. There's no better trolling boat made. It measures 14' in length at the gunwales, has a 48" beam and is 18" deep amidships. Has 3 wide, comfortable seats. The lines of its specially designed hull have been laid out for beauty as well as efficiency—shaped to come into a plane at the lowest possible speed and to turn easily and safely. Among the Sea Craft features the Red Wing boasts is its fine finish—3 coats of bakelite spar varnish inside, on deck seats and gunwales, plus 3 coats of white marine enamel above the spray shield and 3 coats of green marine enamel below. Shipped complete in a substantial wood crate.
34Y959-17550.....Retail **$250.00**

THE 14' CHIPPEWA

The Chippewa is a mobile craft designed primarily as a row boat and for use with a small outboard motor where it is not necessary to travel great distances on water to reach fishing spots. It appeals especially to resort and cottage owners because of its strength, maneuverability and economy. Equipped with galvanized steel —not brass—fittings, including oarlocks, mooring ring and lifting handles. The Chippewa is 14' long at the gunwale, has a 48" beam and is 17" deep amidships. Has 3 comfortable seats. Finished with 3 coats of bakelite spar varnish inside, on seats and gunwales and 3 coats of green enamel outside. Shipped complete in a sturdy wood packing crate.

Plywood Boats by . . .

Bowman

VAGABOND "LIGHTWEIGHT" (above)
Features an exclusive Bowman flat-bottom design which permits level riding, easier maneuvering and better planing with motors. Easy to row or paddle. Constructed of ¼" plywood—ideal for car-top carrying and for use on small lakes or quiet coves of the big lakes. Outside of hull finished with 3 coats of the finest green marine enamel; marine bakelite spar varnish on inside, seats and gunwales.
34Y239-7315—12' .....Retail $104.50
34Y240-8225—14'..... Retail $117.50

RESORTER "WIDE BEAM" (above)
A flat-bottom boat similar to the Vagabond described above but extra wide, extra deep and heavier, with an extra heavy ⅜" plywood bottom and transom. Well suited for fishing the bigger lakes where high, rough waves present possible hazards. The hull exterior is finished with 3 coats of the very best green marine enamel and with marine bakelite spar varnish on inside, seats, deck and gunwales.
34Y241-8575—12'.....Retail $122.50
34Y242-10115—14'.....Retail $144.50
34Y243-12215—16'..... .. Retail $174.50

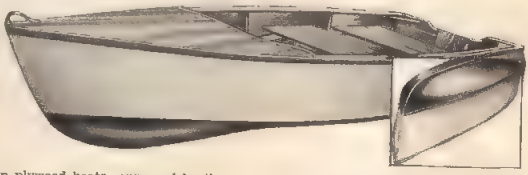
RASCAL "DELUXE" (center)
Deluxe in all respects—plenty of room for fishing yet snappy looking for water sports. Has the added eye appeal of a 42" crowned deck of blended dark and light cedar strips. Extra heavy ⅜" plywood bottom and transom. Hull exterior finished with 3 coats of the best marine enamel—white topside and green below—inside, deck, seats and gunwales are in marine bakelite spar varnish.
34Y246-17325—12'.....Retail $247.50
34Y247-18445—14'.....Retail $263.50

HOBO "STANDARD" (not illus.)
A light weight, full V-bottom plywood boat, the Bowman Hobo is favored for water sports as well as for fishing—it's fast and well suited to large motors. Similar to Rascal described above but with 15" deck. Its bottom design permits tight turns at high speeds. The hull outside is finished with 3 coats of the best marine enamel—white topside and green below. Inside, seats and gunwales finished with 3 coats of marine bakelite spar varnish.
34Y244-15385—12' .....Retail $219.50
34Y245-16765—14'.....Retail $239.50

BOWMAN BOAT KITS (below)
Vagabond, Resorter and Hobo models are also available in kits. Bowman kits are identical to their corresponding boats except they are shipped semi-finished. They have been pre-assembled on a factory jig. All compound angles have been cut and the boats "faired" by experienced boat builders—eliminating any need of a jig for home finishing. Each boat is partially dismantled when removed from the jig so it will pack in a flat box for a low freight rate. These kits are designed for quick, easy assembly by amateurs without special woodworking tools—a screwdriver is the main tool needed for their home assembly. Everything is furnished with the kits except paint, including detailed instructions.
34Y248-5215—12' Vagabond...Retail $74.50
34Y249-5915—14' Vagabond...Retail $84.50
34Y250-8825—12' Resorter ....Retail $97.50
34Y251-8015—14' Resorter ...Retail $114.50
34Y252-9555—16' Resorter ...Retail $136.50
34Y253-10465—12' Hobo.....Retail $149.50

There are no finer plywood boats made than Bowman boats. They are little affected by climatic changes and are ideal for trailer storage, long trips and use in extremely hot or dry climate.

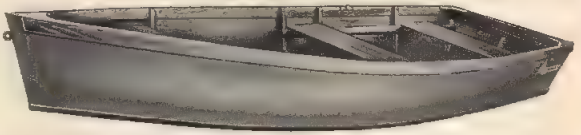
BOATS ON THIS PAGE SHIPPED F.O.B. ARKANSAS

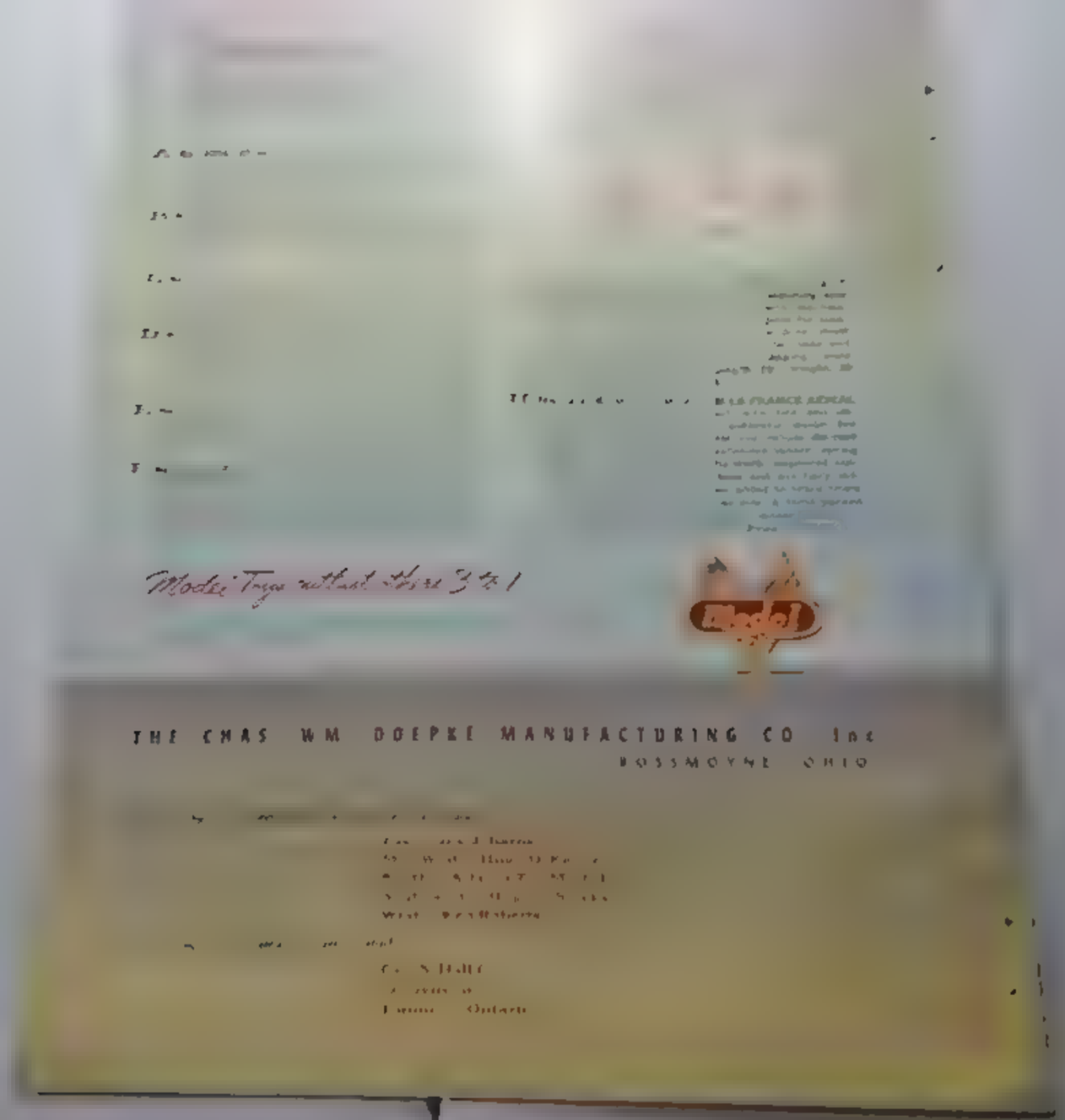


Bowman plywood boats—approved by the Outboard Boating Clubs of America—are tops in their field. Vagabond and Resorter are built in forms instead of on ribs—with trusses under seats and brass screws through keel and bottom into keelson. A sturdy knee (cut to give a stern lift handle) ties keelson to transom. Solid deck bow provides extra seating and storage space. Hobo and Rascal have steam-bent oak stems for maximum bow fullness. All made of solid core marine plywood with gunwales, seat stringers, ribs (in Hobo and Rascal), inrails, keel, bow hook (in Resorter and Vagabond), and a stem of oak treated to control dimensions, repel water and resist rot. Pine or equal seats (and flooring in Hobo and Rascal). All have 7-ply mahogany transoms, brass oar locks (and bow lift handle on Hobo and Rascal). Seams bed-lasted in non-hardening plastic and candlewicked to insure against leaks.

No.	Name	Lgth.	Beam	Stern Width	Stern Depth	Amid. Depth	Bow Depth	Deck Lgth	Seats	Max. H P.	Ship. Wt.
34Y239	Vagabond	12′	44″	37″	14″	14″	15″	8″	3	5	130
34Y240	Vagabond	14′	44″	39″	14″	14″	15″	8″	4	7½	150
34Y241	Resorter	12′	50″	48″	16″	17″	18″	8″	3	7½	145
34Y242	Resorter	14′	52″	48½″	17″	18″	19½″	8″	4	10	175
34Y243	Resorter	16′	52½″	48½″	17″	18″	19½″	8″	4	10	200
34Y244	Hobo	12′	56″	52″	18″	23″	26″	15″	3	12	195
34Y245	Hobo	14′	57½″	52½″	18″	24″	27″	15″	4	16	250
34Y246	Rascal	12′	56″	52″	18″	23″	26″	42″	2	16	250
34Y247	Rascal	14′	57½″	52½″	18″	24″	27″	42″	3	25	275

Note: Boat kit specifications identical to corresponding boats (Vagabond, Resorter, Hobo.)




THE CHAS WM DOEPKE MANUFACTURING CO Inc
ROSSMOYNE OHIO

INFLATABLES with a NEW DIMENSION!
Hoist Your "Sales"
to $
"INFLATED" PROFITS
Better See
CHEMALON INFLATABLES
for '53
SAF-T-TRED NON-SKID POOLS!
REAL DIRECTIONAL COMPASS ROCKET SHIPS!
IMPROVED VALVES AND DRAINS!
JET SWIM WINGS! • FLYING SAUCER RINGS!
EXCITING COLORFUL SELLING AIDS
MOVING EYES!
Chemalon INDUSTRIES, INC.
BETTER PRODUCTS THRU CHEMISTRY
For Full details, write, wire, phone
Joseph J. Barnett
200 FIFTH AVENUE • NEW YORK 10, NEW
ROOM 519 • ORegon 5-0580

POOLS

Chemalon INDUSTRIES, INC. SAF-T-TRED

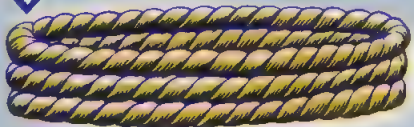
BETTER PRODUCTS THRU CHEMISTRY

Pat Pend

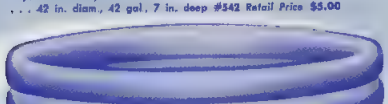
EXCLUSIVE "LIFE-LINE" ROPE DESIGN

It's Anchors Aweigh for the kids in a colorful, full-size paddle pool! A three-ringer success with exclusive "Life-Line" rope design . . . 56 in. diam., 104 gal., 10 in deep
#1056 *Retail Price* **$10.00**

Two-ring South Sea pool in your own backyard! . . . 42 in. diam., 42 gal., 7 in. deep #542 *Retail Price* **$5.00**



NEWER BETTER WADING POOLS with dramatic styling inside and out . . . Pools with exclusive Saf-T-Tred, Non-Skid surfaces and original "Life-Line" rope design . . . Pools of every size and description in sturdier CHEMALON PLASTIC FILM . . . Pools to match EVERYONE'S budget!



42 in diam., 42 gal., 7 in. deep 2-ring full color scenic design . . .
(#542 (illustrated) *Retail Price* **$5.00**

48 in. diam., 62 gal., 8 in deep, 2-ring full color and Saf-T-Tred . . .
#748 *Retail Price* **$7.00**

56 in. diam., 104 gal., 10 in. deep, 3-ring nautical bottom and exclusive "Life Line" rope design . . .
#1056 (illustrated) *Retail Price* **$10.00**

68 in diam., 184 gal., 12 in. deep, 3-ring full color exclusive "Life-Line" rope design — Saf-T-Tred .
#1568 *Retail Price* **$15.00**

82 in diam., 305 gal., 14 in. deep, 3-ring full color scenic bottom, exclusive "Life-Line" rope design . . .
#2082 *Retail Price* **$20.00**

Big Boy Boy 92 in. diam., 404 gal., 14 in deep, 3-ring full color scenic bottom, exclusive "Life-Line" rope design
#3092 *Retail Price* **$30.00**

Repair Kit #025 *Retail Price* **25¢**

BEACH BALLS

Fun for Everyone with gigantic multi-color 20-inch! 6 panels . . . 6 colors . hi-gloss finish

#200 *Ret Price* **$2.00**

Strong multicolor. 16 inch! 6 panels . . . 6 colors hi-gloss finish . . .

#100 *Ret Price* $1.00

FLYING SAUCER (Water Ring) 20 inch!

Atomic-wise kids will clamor for the exciting space patrol water ring. A completely different ring, keyed to their favorite subject . . .
#98 *Retail Price* **$1.00**

JET WATER WINGS

The tiniest tot will feel sure and be sure with two "Jets" designed with better safety devices, to buoy him along . . .
#99 *Retail Price* **$1.00**

Write-Wire-Phone-JOSEPH J. BARNETT Inc., Rm. 559-200 Fifth Ave., N.Y. 10, N.Y.-ORegon 5-0580

SNORTY THE SEA HORSE

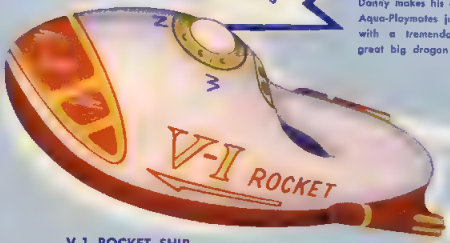
No Dead-Eye Dick is this! He's a rip-snortin' paddle pony that shouts and rolls his eyes with Chemalon's new exclusive animation design. Made to float erect and complete with better safety devices . . . #250 *Retail Price* **$2.50**

REAL DIRECTIONAL COMPASS

INTRODUCING . . . DANNY THE DRAGON!

Danny makes his exciting debut to the world of Aqua-Playmates just like a grown-up star . . . with a tremendous he-man appearance and great big dragon eyes that MOVE! . . .

#300 *Retail Price* **$3.00**



V-1 ROCKET SHIP

He's off! In a new and excitingly different ALUMINUM FINISH full-action ship with a real DIRECTIONAL COMPASS. Buck Rogers himself will love it! Made of famous CHEMALON PLASTIC and sturdily designed with Chemalon's new and better safety devices.

#320 *Retail Price* **$3.00**

TEDDY
THE TADPOLE

He's new, too. Complete with moving eyes, Teddy's going to be more fun than a barrel of frogs! . . .

#310 *Retail Price* **$3.00**

GOOFY GREMLIN FLOAT-A-MAT

New "custom-styled" Float-A-Mat with sensational dual purpose feature: When surf riding, exclusive Saf-T-Tred surface gives sure protection and pleasure. Reverse side, filmy smooth for comfortable sun bathing . . .

#495 *Ret Price* **$5.00**

PLANT & REGIONAL WAREHOUSE DISTRIBUTION
NEW YORK CITY • CHICAGO • LOS ANGELES
DALLAS • ATLANTA • MIAMI

Write-Wire-Phone-JOSEPH J. BARNETT Inc., Rm. 559-200 Fifth Ave., N.Y. 10, N.Y.-ORegon 5-0580

TO HELP YOU SELL!

A series of large-space powerful advertisements in leading national consumer magazines, newspapers and trade journals promises to push Chemalon's new action toys and pools way out front! A full stock of colorful selling aids — including mats, countercards display units, TV and radio scripts are available upon request

WINDOW DISPLAY
COUNTER DISPLAY
NEWSPAPER MATS
TELEVISION
RADIO

And to keep pace with new, dramatic, colorful merchandise qualities, great sales emphasis has been directed towards designing original eye-catching packages

Left: Super-size, super-bright for pools.

Each product carries the Chemalon Guarantee "for absolute satisfaction." It assures your customers that all toys and pools are lab-tested. It absolutely guarantees all items against defects in manufacture Guarantee Certificate enclosed in each package

Designed in gay and exciting colors to give customers the whole story and feeling of Chemalon toys

"All characters of the Chemalon Story Book, available at your favorite toy store."

Write • Wire • Phone-JOSEPH J. BARNETT Inc., Rm. 559-200 Fifth Ave., N.Y. 10, N.Y.-ORegon 5-0580

COMING SOON!

"RUMPUS ROOMMATES"

Lovable, Friendly Inflatable Home Companions for the Kids!

COMING SOON

WATCH FOR FUTURE ANNOUNCEMENT!

PLANT and REGIONAL WAREHOUSE DISTRIBUTION: NEW YORK CITY, CHICAGO, LOS ANGELES, DALLAS, ATLANTA, MIAMI

Model
TOYS

Model
TOYS

Educational, constructive, built to give years of fun

Model Toys are authorized working models of famous construction and fire-fighting equipment. And like the *big* machines, they're built to stand up under roughest, toughest treatment, giving youngsters more years of fun, while teaching the importance of quality that endures.

Model Toys have welded heavy-gauge steel bodies, famous-make real rubber tires, and baked automotive enamel finishes for greater protection against rust. In every true detail of construction, Model Toys are built to look and work just like the *real* machines.

A **No. 2006.** ***Model*** **ADAMS ROAD GRADER,** leader in the line for years. An exciting toy for "backyard engineers." Scrapes ground smooth for their miniature building construction, grades and banks their small-scale highways and airport runways. Length, 26"; weight, 12 lbs. Fair Trade Price — $13.95.

B **No. 2007.** ***Model*** **UNIT MOBILE CRANE,** the toy for the older boy. Its clam-shell scoops up earth or sand, swings wide on the boom, dumps loads for other Model Toys. Boom, clam-shell and cargo hook are crank-controlled from cab. Length, 12"; boom length, 19"; weight, 7 lbs. Fair Trade Price — $13.95.

C **No. 2009.** ***Model*** **EUCLID BOTTOM DUMP TRUCK,** basic toy for children of all ages. Takes loads from the Model CRANE or Mode. BUCKET LOADER, hauls them away and dumps them with the flick of a lever. Length, 27"; weight 11 lbs. Fair Trade Price — $13.95.

D **No. 2010.** ***Model*** **AMERICAN-LA FRANCE PUMPER,** the toy for action. Rubber hose connects to pump-operated tank — shoots stream of water high in the air. Equipped with scaling ladder, hard suction hose, fire extinguishers and bell. This toy and the Model AERIAL LADDER form a complete fire department. Length, 18"; weight, 7 lbs. Fair Trade Price — $15.95.

E **No. 2011.** ***Model*** **HEILINER-SCRAPER.** Powerful, triple-duty earth mover. Scoops up earth and loads itself — hauls and dumps loads for the Model ROAD GRADER to level or for the Model CRANE to pick up. Length, 29"; weight, 13 lbs. Fair Trade Price $15.95.

F **No. 2012.** ***Model*** **CATERPILLAR* D6 TRACTOR and BULLDOZER.** A best seller in just one year. Rugged replica of the giant "Cat." Levels areas for miniature construction jobs, cuts down banks of earth for the Model HEILINER to load and haul away. Authentic bulldozer treads operate independently for sharp turns. Length, 15"; weight, 7 lbs. Fair Trade Price — $12.95.

G **No. 2013.** ***Model*** **BARBER-GREENE BUCKET LOADER,** Leading toy for '53 the completely new reproduction of the latest Barber-Greene machine. Its "spirals" force sand or gravel into piles for loading. Chain driven buckets bite into the piles, shoot up to the conveyor belt which takes the loads and dumps them Loading unit lowers for digging, raises for road clearance in travel. Length, 22"; weight, 10 lbs Fair Trade Price $13.95.

H **No. 2014.** ***Model*** **AMERICAN-LA FRANCE AERIAL LADDER,** completely redesigned, with new and improved equipment — the most authentic model fire engine on the market. New features include **die-cast aluminum** construction of the extension ladder, spring action to make "hydraulic" lifts work; improved construction of revolving ladder base and auxiliary ladders Extension jacks have been added to brace truck when aerial ladder is raised over side. A thrill-packed toy in action. Length, 33"; height (ladder extended), 42"; weight, 11 lbs. Fair Trade Price -$19.95.

Model Toys outlast others 3 to 1

NOTE In 11 Western States price is $0.80 higher on each toy.

*Reg U.S. Pat. Off.

Model TOYS

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc
ROSSMOYNE, OHIO

Model Toy Representatives in the United States.

East — Jos. J. Barnett
Mid-West — Hugh D. Kenney
South — Atlanta Toy Mart, Inc.
Southwest — Hughes-Stocks
West — Ken Roberts

Model Toy Representatives in Canada

Geo. S. Hall Co.
25 Grenville
Toronto 1, Ontario

THE

Golden Trumpet

★ HEAVY GOLD PLATING ON PLASTIC! Over 12 inches long!

★ Brass Hand-Tuned Reed Notes!

★ Complete With Individual "Luggage" Carrying Case, Detachable Music Stand, and Music Book, to Play Dozens of Bugle Calls, Marches and Songs!

MUSICAL EMENEE TOYS

3.98 PRICE FIXED

Packed 1 doz. F.O.B. L. I. City N. Y.

Emenee INDUSTRIES

200 Fifth Ave., New York 10, N. Y.

MUSICAL EMENEE TOYS

Silver Saxophone

★ NO LESSONS NEEDED. OVER 17" LONG. Heavy silver finish on break-resistant plastic. Fine engraving throughout like authentic professional saxophone. 14 durable hand tuned brass reeds (not only plays melody of all songs—but, 2 triple reeds automatically provide harmony cords.

Packed 1 doz. 30 lbs. F.O.B. L. I. City, N. Y.

RETAIL 5.98 PRICE FIXED

Ebony and Silver Clarinet

★ NO LESSONS NEEDED. OVER 17" LONG. Break-resistant ebony black plastic with heavy silver finish on keys and fittings with fine engraving throughout like authentic professional clarinet. 14 durable hand-tuned brass reeds (full scale, plus 2 triple reed harmony chords . . . plays countless songs).

Packed 1 doz. 15 lbs. F.O.B. L. I. City, N. Y.

RETAIL 3.98 PRICE FIXED

★ Both complete with individual luggage carrying case, adjustable strap and hook, and music book containing many songs.

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N. Y.

MUSICAL EMENEE TOYS

Golden S-L-I-D-E Trombone

★ NO LESSONS NEEDED. OVER 27" LONG. Combining heavy gold finish on break-resistant plastic with solid metal brass tubing. Fine engraving throughout like authentic professional trombone. 8 durable hand-tuned brass reeds (full scale ..., plays countless songs). Slide Operates Like True Professional Trombone—Different Notes Play as Slide Moves In and Out.

RETAIL 6.98 PRICE FIXED

Packed 1 doz. 30 lbs. F.O.B. L.I. City, N.Y.

★ Complete with individual luggage carrying case, detachable music stand and music book containing many songs.

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N.Y.

FAMOUS

Arthur Godfrey

UKE PLAYER

plus

FLAMINGO UKULELE

WITH THE NEW EMENEE EXCLUSIVE SELF-TUNER

ONLY $4.98

With the same generous discount you enjoyed before!

PLAYER ALONE 98¢

Backed with extensive nation-wide advertising support

EMENEE

retails for **98¢** complete with felt pick and instruction book

NEW!

HOWDY DOODY UKE

another Emenee exclusive

Junior-Size Musical Instrument for Children 2 to 6

- Amazingly rich tones
- Standard tuning
- True-fret fingerboard range
- Non-slip pegs with "gripper" prongs
- Colorful Howdy Doody picture
- Colored nylon strings
- Individually attractively packed
- Made of plastic in assorted colors

Finest quality ever offered at this fantastically low price!

ONLY $2.49 RETAIL

FULL PROFESSIONAL SIZE

WAI KI KI UKULELE

Exclusive with Emenee

- Unequalled musician-approved tone
- Foolproof friction tuning peg
- Finest quality Nylon strings
- Handsome two-tone plastic design
- Felt pick and instruction book included
- Individually attractively packed

Emenee INDUSTRIES EMENEE 200 Fifth Ave., New York 10, N. Y.

SHIPS *in bottles...*

...that anyone can build

ALL PARTS PREFABRICATED FOR EASY ASSEMBLY

NO CUTTING NO CARVING NO SANDING

QUICK
SIMPLE
COMPLETE
ALL-PLASTIC
AUTHENTIC
DECORATIVE

This authentic scale miniature of the Golden Hind, a famous Elizabethan galleon, is only 4½ inches long and was built by a hobbyist in just over one hour. No special skill is required with these new Shipyard Quick Construction Kits The Golden Hind, which completed the second circumnavigation of the world in 1580, was beached on the coast of California for repairs where the first Protestant church service in North America was held.

The Santa Maria, the flagship of Columbus on his voyage of discovery to the New World in 1492.

See more about

AMERICA'S MARITIME HISTORY IN MINIATURE

Designed and manufactured by

GOWLAND *Creations*

P. O. BOX 1259 • SANTA BARBARA • CALIFORNIA

GOWLAND *Creations* present another series of quick construction kits

SHIPYARD QUICK CONSTRUCTION KITS.

SHIPS IN BOTTLES....
SHIPS IN MINIATURE....

Following their great success with Highway Pioneers, Gowland Creations present two new series of completely prefabricated "Quick-Kits" featuring authentic scale miniatures of famous ships in American history

Each kit contains all the necessary molded plastic parts and an instruction sheet in full color. The prefabricated parts only require painting and assembling to become a highly decorative and authentic model

The old problem of how to put the ship into the bottle has been solved—the bottle is molded in two halves from clear plastic and the completed model is cemented to the ocean and inserted between the two halves which are then sealed. Two stands are also supplied to support the bottle either on the wall or as a free standing decoration—a cork for the bottle-neck completes this amazing kit.

The complete line of ten ships in this series includes ★ The Santa Maria, 1492 ★ The Golden Hind, 1588 ★ The Mayflower, 1620 ★ U S. Frigate Constitution, 1797 ★ Bon Homme Richard, 1779 ★ U S. Revenue Cutter, 1849 ★ S.S. Savannah, 1819 ★ The Flying Cloud, 1849 ★ Charles W. Morgan, 1850 ★ Gertrude L. Thebaud, 1929

Many of the ships are now available—write for catalog sheet and delivery dates on these Shipyard Quick Construction sheets

SALES REPRESENTATIVES

- Mike Conner Co 4383 Haight Ave Cincinnati, Ohio Kirby 4185
- Arthur H Mason 400 W Madison St Chicago 6, Ill Dearborn 20703
- Hughes-Stocks Room 1064, 2nd Unit Santa Fe Bldg Dallas 1 Tex
- Dave Altshuler 1256 W 7th St Los Angeles 17, Co Riverside 3545
- Robt W Burns Co 47 Bristol St Boston 18, Mass Dunkirk 44 6
- Albert H Prow Room 320 200 Fifth Ave New York 10 N.Y Lobe ty 24 30
- Waterfield & Brett 536 Drexel Bldg Philadelphia, Pa Oregon 58075 5th & Chestnut St Lombard 3 3374
- Frank J Reynolds 2033 Venetian Drive S W Atlanta, Georgia Amherst 5122

The Santa Maria (miniature kit) makes an attractive desk set.

Bottle kits make decorative table lamps and book ends.

Golden Hind 1588

A FAMOUS ELIZABETHAN GALLEON

Beautifully scaled models of famous ships, ships that made America's glowing history of the sea—ships that anyone can build—ships that all will admire as

★ Wall Decorations ★ Book Ends ★ Table Lamps
★ Desk Sets ★ Mantlepiece Ornaments ★ Porch Lights

and many other decorative uses

The Golden Hind (bottle kit) as a mantlepiece ornament

A bracket with the Golden Hind model kit

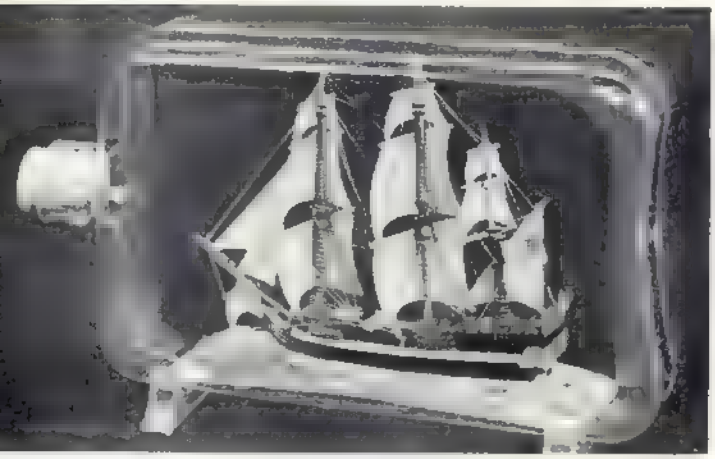
Shipyard Quick Construction Kits are available in two lines:

Ships in Bottles (suggested retail price $1.98) and **Ships in Miniature** (suggested retail price 98c)

Both Kits are packed in attractive rigid-type boxes with full color instruction sheets

Ships in Bottles are packed twelve to a carton (weight 8-lb) and Ships in Miniature are packed twenty-four to a carton (weight 5-lb)

The gallant Mayflower—the ship of the Pilgrim Fathers



The Bon Homme Richard—captained by John Paul Jones

U. S. Revenue Cutter—the forerunner of the Coastguard

U. S. Frigate Constitution—Old Ironsides.

The well-designed, attractive box containing the Golden Hind Bottle Kit.

Ask for catalog sheet and delivery dates on the Shipyard Quick Construction Kits.

Gowland and Gowland are the original designers and manufacturers of Shipyard and Highway Pioneers completely prefabricated Kits

Other Gowland Creations include Champ, Chu-Chu, The Maxwell Auto, The Back-Firing Ford, the Durlan Automatic Gun and many others

Another GOWLAND Creation

GOWLAND Creations

P. O. BOX 1259 · SANTA BARBARA

Head Office and Factory KELLOGG AVENUE · SANTA BARBARA · CALIFORNIA

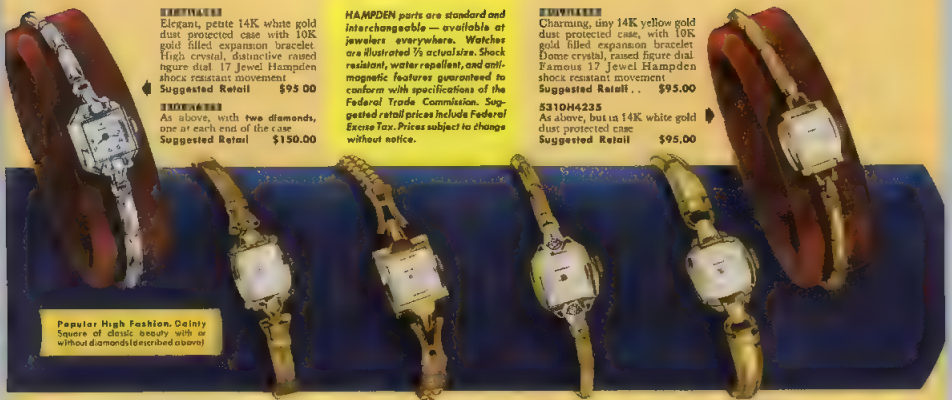
5310H4235
Elegant, petite 14K white gold dust protected case with 10K gold filled expansion bracelet. High crystal, distinctive raised figure dial. 17 Jewel Hampden shock resistant movement
Suggested Retail $95.00

5310H4235
As above, with **two diamonds**, one at each end of the case
Suggested Retail $150.00

HAMPDEN parts are standard and interchangeable — available at jewelers everywhere. Watches are illustrated ½ actual size. Shock resistant, water repellent, and anti-magnetic features guaranteed to conform with specifications of the Federal Trade Commission. Suggested retail prices include Federal Excise Tax. Prices subject to change without notice.

5310H4235
Charming, tiny 14K yellow gold dust protected case, with 10K gold filled expansion bracelet Dome crystal, raised figure dial Famous 17 Jewel Hampden shock resistant movement
Suggested Retail . . $95.00

5310H4235
As above, but in 14K white gold dust protected case
Suggested Retail $95.00



Popular High Fashion. Dainty Square of classic beauty with or without diamonds (described above)

5311H4235
Exquisite styling in a smartly detailed very dainty 14K yellow gold mirror-polished case, dust protected With sleek double strand 10K yellow gold filled snake and expansion bracelet High crystal, neat raised figure dial Nationally famous 1 Jewel Hampden shock resistant movement
Suggested Retail $95.00

5312H4235
Dramatic simplicity is the keynote of this mirror-smooth ultra-small 14K yellow gold dust protected case Contoured dome crystal, smart raised figure dial With newest design 10K gold filled expansion bracelet. Famed-for-accuracy, dependable 17 Jewel Hampden shock resistant movement
Suggested Retail $95.00

5313H4865
Two exquisite diamonds brilliantly set in contrasting white gold end pieces of the mirror-polished 14K yellow gold dust protected case Smart dome crystal, and raised figure dial Enchanting 10K yellow gold filled expansion bracelet Renowned 17 Jewel Hampden shock resistant movement
Suggested Retail $100.00

5314H3850
Classic design in 14K yellow gold dust protected case, enriched by a graceful 10K gold filled matching expansion bracelet, daintily embracing the wrist. Gleaming dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement, guaranteed for faithful service
Suggested Retail $71.50

5330H5530
Latest pyramid style, in distinctive mirror-polished 14K yellow gold case, dust protected Smart pyramid crystal, stylish raised figure dial. Perfectly matched 10K gold filled expansion bracelet Hampden 17 Jewel movement, guaranteed shock resistant
Suggested Retail $125.00

Dust Protected • Anti-Magnetic

HAMPDEN

Incabloc Shock Resistant • 17 Jewel Watches

5331H3635
Modern masculine style in a 10K yellow rolled gold plate case, with non-corrosive steel back, dust protected. Matching 10K gold filled expansion bracelet. Two-tone raised figure dial, dome crystal. 17 Jewel accurate Hampden shock resistant movement
Suggested Retail $57.50

5332H3635
Aristocratic styling in a 10K yellow gold filled dust protected case. Handsomely matched 10K gold filled expansion bracelet with plates for engraving. High crystal and raised figure dial Accurate 17 Jewel Hampden shock resistant movement
Suggested Retail $71.50

5333H2905
Handsome curved lines in a 10K yellow rolled gold plate case with non-corrosive steel back, fully dust protected. 10K gold filled expansion bracelet **Sweep second hand,** raised figure dial, unbreakable crystal 17 Jewel Hampden shock resistant movement.
Suggested Retail $57.50

5334H2835
Smart square style in fine 10K yellow rolled gold plate case with non-corrosive steel back, dust protected Matching 10K gold filled expansion bracelet Unbreakable high crystal, raised figure dial. Hampden 17 Jewel guaranteed shock resistant movement
Suggested Retail $52.50

17 Jewel Accuracy

HAMPDEN

Incabloc Shock Protected

5315H3325
A fabulously elegant creation in a mirror-like 10K yellow gold filled case, dust protected, stunningly matched by a chic 10K gold filled expansion bracelet. Lustrous dome crystal, dainty raised figure dial. Guaranteed 17 Jewel Hampden shock resistant movement.
Suggested Retail $65.00

5316H3850
As above, but in 14K yellow gold case.
Suggested Retail $71.50

5317H3325
Lovely fashioned case, mirror-polished 10K yellow gold filled, dust protected. Enhancing 10K gold filled expansion bracelet of newest design exquisitely detailed. Easy-to-read raised figure dial. Famed 17 Jewel Hampden shock resistant movement faithfully yours for accuracy and dependability.
Suggested Retail . . . $65.00

5318H2870
Modern square styling 10K yellow rolled gold plate case with non-corrosive steel back, fully dust protected. Gorgeous matching 10K gold filled expansion bracelet. Lustrous dome crystal, raised figure dial. Accurate and fully guaranteed 17 Jewel Hampden shock resistant movement.
Suggested Retail $55.00

5319H2870
Classic loveliness, styled for proud possession. In 10K yellow rolled gold plate dust protected case, with non-corrosive steel back. Matching 10K gold filled expansion bracelet with double link effect. Dome crystal, raised figure dial. Celebrated 17 Jewel shock resistant Hampden movement.
Suggested Retail . . $55.00

5320H4025
Elegant tailored design, 10K yellow gold filled case dust protected. Matching 10K gold filled expansion bracelet. **Sweep second hand,** raised figures, high crystal Hampden 17 Jewel shock resistant movement.
Suggested Retail $85.00

5321H4585
As above, in 14K yellow gold case.
Suggested Retail $95.00

Hampden Mainspring and Balance Staff GUARANTEED FOR LIFE

17 Jewels for Peerless Timekeeping

Shock protected by patented Incabloc

Dust protected • Anti-magnetic

Permaflex Hairspring for assured accuracy

Electronically tested for dependability

GUARANTEE

Every Hampden Watch is fully guaranteed against defects in material or craftsmanship. Should any defect in either appear with n one year from the date of sale, replacement or repair will be made without charge Mainspring and balance staff guaranteed for life

HAMPDEN WATCH COMPANY

SELF-WINDING AUTOMATICS FOR MEN

Distinguished Automatic Styled for smartest dresswear, famous for care-free accuracy (described below)

5335H5595
It's **automatic self-winding**—it's a **calendar** watch—celebrated for dependability. Dial windows show month and day of week. Red-tipped blue hand indicates date. 10K gold filled dust protected case. Matching expansion bracelet. Raised figure dial. Hampden 17 Jewel shock resistant movement.
Suggested Retail . . $125.00

5336H4095
A famous he-man's **automatic** winds itself right on your wrist. All stainless steel case, **water repellent,** dust protected. Unbreakable curved crystal. **Sweep second hand,** luminous figure dial and hands. Matching mesh and expansion bracelet. Famed Hampden 17 Jewel shock resistant movement.
Suggested Retail $85.00

5337H4435
Automatic water repellent—flawless timekeeper. Handsome 10K yellow gold filled case with non-corrosive steel back, dust protected. 10K gold filled expansion bracelet. **Sweep second hand,** luminous raised figure dial, unbreakable crystal. Hampden 17 Jewel shock resistant movement.
Suggested Retail $95.00

5338H4970
Self-winding automatic in 10K yellow gold filled dust protected case. 10K gold filled expansion bracelet. Two tone dial, raised figures, **sweep second hand,** high crystal. Hampden 17 Jewel shock resistant movement.
Suggested Retail $100.00

5339H7210
As above, but in 14K yellow gold case.
Suggested Retail $150.00

MAINSPRING GUARANTEED FOR LIFE **BALANCE STAFF GUARANTEED FOR LIFE**

5322H3325
A circle of rare loveliness in an authentic Florentine 10K yellow gold filled case, dust protected, with dainty matching expansion bracelet. Lustrous high crystal, neat raised figure dial. Celebrated 17 Jewel Hampden movement, faithfully yours for dependable accuracy.
Suggested Retail $65.00

5323H3010
Strikingly graceful styling in a cushion case of 10K yellow rolled gold plate with non-corrosive steel back, dust protected. Enchanting matching 10K gold filled expansion bracelet. Gleaming crystal, trim raised figure dial. 17 Jewel Hampden shock resistant movement.
Suggested Retail $57.50

5324H3850
2diamonds 10K yellow rolled gold plate dust protected case, steel back. Dome crystal, raised figure dial. 10K gold filled bracelet. 17 J. shock resistant movement.
Suggested Retail $71.50

5325H3850
As above, in 10K white rolled gold plate, stainless steel back.
Suggested Retail $71.50

5326H3920
Nurse's watch in 14K yellow gold case, 10K gold filled expansion circlet. **Sweep second hand,** raised figure dial. Accurate 17 J. shock resistant movement.
Suggested Retail $71.50

5327H3220
As above, but in 10K yellow gold filled case.
Suggested Retail $62.50

5328H2765
10K yellow rolled gold plate case, steel back, dust protected. Matching 10K gold filled expansion bracelet. Raised figure dial. 17 J. shock resistant movement.
Suggested Retail $52.50

5329H2870
As above, but with **sweep second hand.** Ideal for nurses.
Suggested Retail $55.00

17 Jewels • Shock Resistant

HAMPDEN

Dust Protected • Anti-Magnetic

Distinguished Name On Fine Watches Since 1878

5340H5530
A gleaming masterpiece in 14K yellow gold, mirror-polished to set off its sleek modern lines. Dust protected. Distinctive high crystal, raised figure dial. Matching mesh and expansion bracelet, 10K gold filled. Nationally famous 17 Jewel Hampden shock resistant movement.
Suggested Retail $125.00

5341H3635
As above, in 10K yellow gold filled case
Suggested Retail $71.50

Sealed Against Water and Dust Sturdy good-looking—for per fect timekeeping (described below)

5342H2905
Masculine elegance in a 10K yellow rolled gold plate case with non-corrosive steel back, dust protected. Unique matching 10K gold filled expansion bracelet. Polished dome crystal, raised figure dial. Celebrated Hampden 17 Jewel shock resistant movement. Guaranteed for accuracy.
Suggested Retail $57.50

5343H2905
There's dignity and class in this 10K yellow rolled gold plate case with its non-corrosive steel back, fully dust protected. Handsome matched 10K yellow gold filled expansion bracelet. High crystal and raised figure dial. Nationally famous 17 Jewel Hampden shock resistant quality movement.
Suggested Retail $57.50

5344H3430
For men of distinction a superb 10K yellow gold filled dust protected case with non-corrosive steel back. Perfectly matched combination expansion bracelet. Smart dome crystal, **sweep second hand,** raised figure dial. Shock resistant 17 Jewel Hampden movement, famous accurate timekeeper.
Suggested Retail $67.50

5345H3115
Masculine, rugged design in a **water repellent** all stainless steel watch with matching expansion bracelet. Fully dust protected case. Unbreakable crystal, **sweep second hand,** luminous radium figures and hands. Faithfully accurate 17 Jewel Hampden shock resistant movement of peerless high quality.
Suggested Retail $59.50

HAMPDEN

Distinguished Name on Fine Watches Since 1898

17 JEWELS
INCABLOC SHOCK RESISTANT

Genuine Matched Diamonds

of select quality, true-color with exceptional brilliance, exquisitely cut and perfectly matched are featured in all Hampden diamond watches.

5301H14770
18 diamonds selected for flawless radiance, in a very dainty 14K white gold dust protected case. Matching 10K white gold filled expansion bracelet. Gleaming high crystal, raised figure dial. 17 Jewel Hampden shock resistant movement of guaranteed accuracy.
Suggested Retail $315.00

5302H11655
10 diamonds of stunning quality in a petite 14K white gold case, dust protected. With enchanting 10K white gold filled expansion bracelet. Modern dome crystal, dainty raised figure dial. Nationally famous quality 17 Jewel Hampden shock resistant movement.
Suggested Retail $250.00

5303H9380
6 diamonds are exquisitely matched in a brilliant spray, three at each side of a tiny 14K white gold dust protected case. Matching 10K white gold filled expansion bracelet. Dome crystal, raised figure dial. Faithfully accurate 17 Jewel Hampden shock resistant movement.
Suggested Retail $215.00

5304H7805
4 diamonds blazingly set in a very small 14K white gold case, dust protected. Harmonizing 10K white gold filled mirror polished expansion bracelet. Dome crystal, raised figure dial. Nationally famous 17 Jewel Hampden shock resistant movement of peerless accuracy.
Suggested Retail $175.00

5305H6265
2 diamonds matched for loveliness, one at each end of daintily feminine 14K white gold case, dust protected. Sleek 10K gold filled expansion bracelet. Shining dome contoured crystal, smart raised figure dial. Famous 17 Jewel Hampden shock resistant movement.
Suggested Retail $150.00

THE CORONATION
The **CORONATION** -a regal triumph of America's master designers, crowned with **twenty-eight diamonds** of dazzling luster, twelve of which are set in the 14K white gold bracelet which is built onto the petite 14K white gold case in gem-like symmetry. Contoured high crystal, dainty raised figure dial. Famous precision-made 17 Jewel shock resistant movement. Give wrist size when ordering.
Suggested Retail $600.00

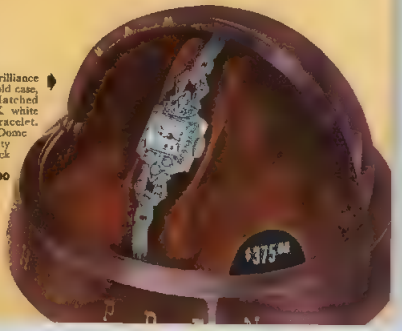
Every Feature You Want in a Fine Watch

LIFETIME GUARANTEE—Every Hampden Mainspring and Balance Staff Guaranteed for Life

- ★ 17 Jewels for peerless timekeeping
- ★ Shock protected by patented Incabloc
- ★ Dust protected ★ Anti-Magnetic
- ★ Permaflex Hairspring for assured accuracy
- ★ Fully guaranteed by certificate
- ★ Famous for quality through the years
- ★ Unique Sky-Dome gift box with each watch

Diamonds enlarged to show detail

5306H17850
24 diamonds of fire-filled brilliance set in petite 14K white gold case, fully dust protected. Matched with an enchanting 10K white gold filled expansion bracelet. Dainty raised figure dial. Dome crystal. Famous for quality 17 Jewel Hampden shock resistant movement.
Suggested Retail $375.00



NO STOPPING!
NO SLOWING DOWN!

IDEAL KEEPS ON ADVERTISING

YOU KEEP ON SELLING!...

DON'T MARK TIME TILL FALL!
Get *your* share of BIG SPRING PROFITS with Ideal's Toni and Saucy Walker dolls! Thousands of disappointed children who couldn't get them at Xmas are eagerly waiting for them. Ideal's mighty advertising campaign will speed customers into your store!!!

IDEAL'S *Toni* DOLL

The most popular, biggest selling doll in the world! Over 2,500,000 sold . . . and still going strong!

11.98 13.98 16.98 19.95

IDEAL'S *Saucy Walker* DOLL

The doll that does everything . . . Terrific in '52 . . . twice as big in '53! Every girl wants a Saucy Walker.

9.95 15.95

CHECK YOUR STOCK!
ORDER YOUR TONI AND SAUCY WALKER DOLLS NOW!

Prices Slightly Higher West of Denver

IT'S A WONDERFUL TOY . .

IT'S IDEAL

IDEAL TOY CORPORATION, 200 FIFTH AVE., NEW YORK 10, N. Y.

March - April - May

89 MILLION MESSAGES

IN THE NATION'S MIGHTIEST MAGAZINES REACHING OVER

270 MILLION READERS!!

WILL BRING YOU THOSE PRECIOUS PROFITABLE SALES YOU MISSED AT CHRISTMAS!

- LIFE
- LOOK
- COLLIER'S
- SATURDAY EVE. POST
- PARENT'S
- GOOD HOUSEKEEPING
- WOMAN'S HOME COMPANION
- LADIES' HOME JOURNAL
- McCALL'S
- AMERICAN MAGAZINE
- N. Y. TIMES MAGAZINE

Here are your 1953

Profit Making

"Stepping Steppers"

Retails $2.98 each

Individually Gift Boxed

Dozens of outfits

Custom-tailored

Retailing from $1.00

11" of Loveliness!
She Walks! Turns Her Head!
Moves Her Eyes! Stands And Sits!

A sensational hit! Moulded of unbreakable plastic. Washable, wavable Saran wig! Form-fitting panty, shoes and socks.

An unbeatable value for volume sales!

11" walking doll turns her head, stands and sits! Smartly dressed including bonnet, shoes and stockings. With "go-to-sleep" eyes. Washable, unbreakable plastic.

P.M.A.

Angels

"Joanie Pigtails"

OUR 8" LOVABLE CUDDLER

A Sellout from coast to coast! Nationally advertised by America's leading retailers.

Retails

$1.59 each

Individually Gift Boxed

Dozens of outfits

Custom-tailored

Retailing from $1.00

Here's Joanie . . . a cuddly 8" doll that sells on sight! Every little girl loves the fun of dressing her "baby." And Joanie has pigtails of shining Saran hair to wash, comb and curl. She stands, she sits! And her flirty, "go-to-sleep" eyes have real lashes. Moulded of unbreakable plastic. Joanie's clothes are custom-made. Her accessories are minutely detailed. And at this sensationally low price, . . everyone can afford her . . . and her clothes!

Dolls, Inc.

JOBBERS: P.M.A.'s Profit-Making Angels will boost your volume in '53. For the first time, these sensational promotions are offered to the toy jobbers. Write, wire or call for full details!

NANCY ANN
Storybook
Dolls
Little Sister Series
Big Sister Series
Commencement Series
Religious Series
Bridal Series
Seasons Series
Mother Goose Series
Fairytale Series
Fairyland Series
Nursery Rhyme Series
Dolls of the Day Series
Dolls of the Month Series
Operetta Series
In Powder and Crinoline Series
All Time
Hat Parade Series
MOVABLE EYES
that follow you
NANCY ANN STORYBOOK DOLLS, INC.
MANUFACTURERS OF STORY BOOK DOLLS
Unbreakable Plastic
Movable Head, Movable Arms and Movable Legs
Manufacturer's Representatives:
EAST: Joseph J. Berndt, Inc., Room 559, 200 Fifth Avenue, New York 10, N. Y.
WEST: Leo Scherrer Company, 2840 West 93rd St., Seattle 7, Washington
MIDWEST: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Illinois
SOUTH: Melville Marx Governor Clinton Hotel, New York 1 N Y
CALIFORNIA: Ralph Weatherington, 1284 West 8th, Los Angeles 17, Calif.

THE 1953 LINE OF

DOLL BODIES, Inc.

#85—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, two complete "easy to sew" doll dress patterns with complete sewing instructions and color illustration sheet, packaged in a heat sealed cellophane envelope, printed in two colors. 3 dz.-7 lbs.—6 dz.-14 lbs.

#LL22—11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head, arms and legs, two complete "easy to sew" doll dress patterns with complete sewing instructions and special plastic doll stand packaged in a heat sealed cellophane envelope. 1 dz.-8 lbs.—3 dz.-19 lbs.

*Now packed in triple strength cellophane to withstand vigorous handling by store traffic.

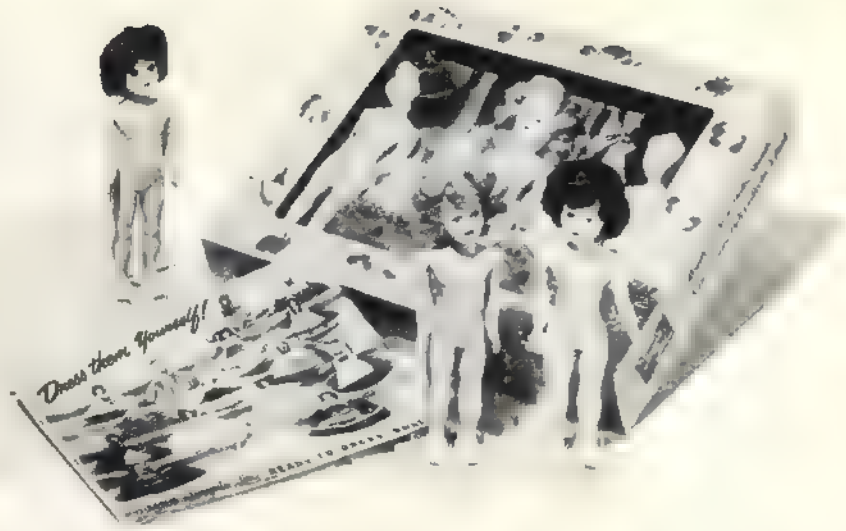
#75—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, packaged in a heat sealed cellophane envelope.* 3 dz.-5 lbs.—6 dz.-11 lbs.

#LL20—11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head, arms and legs, packaged in a heat sealed cellophane envelope.* 2 dz.-10 lbs.—4 dz.-18 lbs.

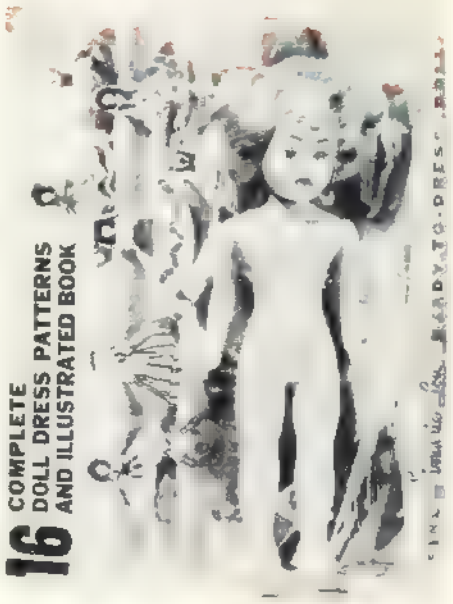
#500—7½" Painted Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, removable plastic pantie & bra—assorted colors, individually packaged in acetate window box. 3 dz.-8 lbs.—12 dz.-27 lbs.

#100—7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, removable plastic pantie & bra—assorted colors, individually packaged in acetate window box. 3 dz.-8 lbs. 12 dz.-27 lbs.

#250—Deluxe Kit, 3 ready to dress 7½" dolls, Mohair Wigs, movable head and arms, 3 doll stands, 3 doll dress patterns with complete sewing instructions, lithographed picture of dolls of all nations, all packed in an Acetate Window Box. 1 dz.-13 lbs.—2 dz.-25 lbs.



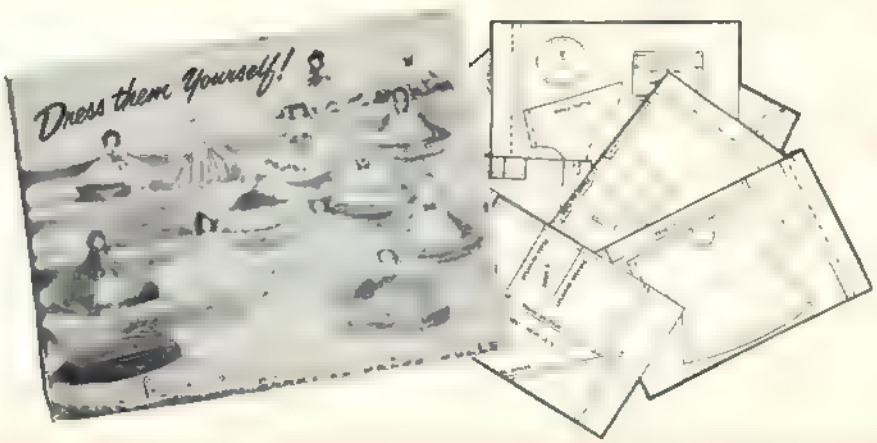
#90—7½" One Moving Eye Virgin Acetate Doll, Genuine Mohair Wig, movable head and arms, and 16 "easy to sew" doll dress patterns with complete sewing instructions, plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. Packaged in a heat sealed cellophane envelope. 3 dz.-21 lbs.



#150—sixteen complete "easy to sew" doll dress patterns with complete sewing instructions plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. 3 dz.-16 lbs.

#25—Patented Adjustable Doll Stands, in virgin plastic, to fit 7 to 14 inch doll, individually carded, assorted 3 colors. 6 dz.-4 lbs. 12 dz.-7 lbs.

#51—Deluxe Set, including two 7½" dolls with wigs, dressed in removable bras and panties, 16 page book in full color, 8 complete "easy to sew" dress patterns including complete sewing instructions, packed in an acetate window box, including two doll stands.

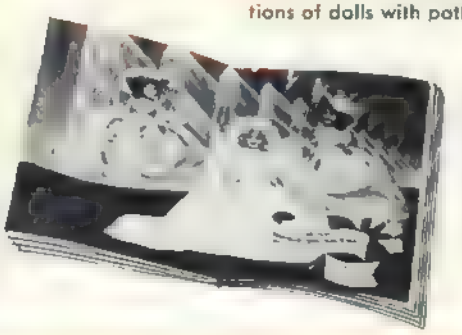


#125 —eight complete "easy to sew" doll dress patterns with complete sewing instructions plus a 16 page full color book showing costumes of all nations packed in a beautifully printed 4 color envelope showing 16 dolls on the face. 3 dz.-10 lbs.

#700—7½" Painted Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, packaged in heat sealed cellophane envelope*. 3 dz.-5 lbs. —6 dz.-11 lbs.

#75B—7½" Moving Eye Virgin Acetate ready to dress BOY doll with black painted wig, movable head and arms, packaged in a heat sealed cellophane envelope.* 3 dz.-5 lbs. 6 dz.-11 lbs.

*Now packed in triple strength cellophane to withstand vigorous handling by store traffic.



#110—sixteen page book with color illustrations of dolls with pattern numbers. 6 dz.-6 lbs.

DOLL BODIES, inc.

Factory: 53-55 PRINCE STREET,
NEW YORK 12, NEW YORK

Representatives:

South and East – Murray Richstone | 200 Fifth Ave
Midwest – – – – "Mac" Luttinger | New York, N Y
Western States – -Morey Gappel – – 1206 So. Maple A
Los Angeles, Calif

MURRAY

Bicycles

A complete line is available from 26" Super Deluxe to 10" Sidewalk Cycle. Murray Ohio made products have been nationally known for well over quarter of a century for their excellent quality and workmanship.

J-28

26" BOYS

J-29

26" GIRLS

26" SUPER DELUXE

CONSTRUCTION

FRAME: 18½" hydrogen brazed. All joints enforced for double strength

FORK: Drop forged with twin spring assembly

FENDERS: Murray Ohio deep section crescent design

CRANK: One piece drop forged with 7" throw

RIMS: All steel hook-type, bright plated

COASTER BRAKE: Musselman, self-energizing equipped with exclusive hard chrome brake shoe

PEDALS: Murray with jeweled end plate

TIRES: U. S. ROYAL OR GOODYEAR, white side wall, 26" x 2.125" balloon with inner tube

SADDLE: Troxel, tan vinyl plastic, waterproof top. Compound chrome plated springs, equipped with chrome crash rail

HANDLEBAR: BOY'S- Torrington S.B. 26 x 8
GIRL'S- Torrington U Bar

GRIPS: Red plastic

STEM: Forged, chrome plated

TRUSS RODS: Chrome plated

CHAIN GUARD: Deluxe design with chrome trim and reflector

LUGGAGE CARRIER: New simulated jet airplane design

LUGGAGE CARRIER BRACES: Dual support guard rails, chrome plated

PARKING STAND: Side kick-up type, plated

TANK: New motorcycle type with attractive chrome trim

REFLECTORS: Slimsonite mounted in attractive chrome plated housing on rear fender. Also on rear of luggage carrier

HEADLIGHT: Murray, with jeweled safety signals. Enameled bottom, chrome top. Mounts on front fender

HORN: Delta vent in tank

FINISH

BOY'S: Black baked enamel with Vermilion and grey panels and striping, chrome trim

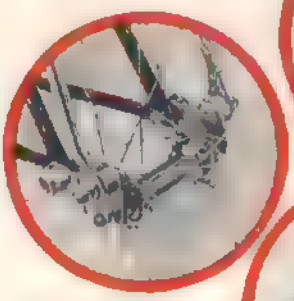
GIRL'S: Maroon baked enamel with ivory, Vermilion and gold panels and striping. Chrome trim

PACKING

One per carton. Weight 70 lbs

Note: Specifications on these sheets subject to change when necessary because of material shortages or to conform to any Government regulations.

SPRING FORK Fully stabilized, triple action double spring fork smooths out the toughest roads by absorbing all the shock



SPRING FORK
New wider bearing surface at pivot points, self truing, longer wearing. Smoother action and rattle proof.

LIGHT: New exclusive Headlight port and starboard illuminated jewel lens signals for extra safety. Perforated visor for studded jewel effect when lighted

PEDAL: New exclusive "Murray" Pedal. Bright plated front rear and end plates with jewel in end plate for added safety.

MURRAY BICYCLES

J-26
26" BOYS

J-27
26" GIRLS

S P E C I F I C A T I O N S

FRAME: 18½" hydrogen brazed. All joints reinforced for double strength
FORK: Drop forged with tw n spring assembly
FENDERS: Murray deep section Crescent design
CRANK: One piece drop forged with 7" throw
RIMS: All steel hook type, bright plated
COASTER BRAKE: Musselman, hard chrome brake shoe
PEDALS: Murray heavy non-skid tread. **GRIPS:** **BOYS:** Red plastic **GIRLS:** Black plastic
TIRES: U S. Royal or Goodyear White s dewa ls 26" x 2 125" ba loon with inner tube
SADDLE: Troxel tan viny waterproof plastic, scuff plates, compound plated springs
HANDLEBAR: **BOYS:** Torrington S.B. 26 x 8 **GIRLS:** Torrington U.B.
STEM: Forged, chrome plated **TRUSS RODS:** Chrome plated
CHAIN GUARD: New de uxe jet line des gn
LUGGAGE CARRIER. New deluxe dual fin type design
PARKING STAND: Side s ick-up type plated
TANK: New motorcyc e type with Murray s p stream co or sty ng
REFLECTOR: Stimsonite mounted in chrome plated bous ng on rear fender
HEADLIGHT: Murray, two tone with jewelled safety signals, fender mount

F I N I S H

BOYS: Fathom blue baked enama , Vermil on, white panels and strip ng
GIRLS: Ivory baked enamel w th black and peacock blue trim

P A C K I N G

One per carton. Weight 70 lbs

J-22
26" BOYS

J-23
26" GIRLS

S P E C I F I C A T I O N S

FRAME: 18½" hydrogen brazed. Al joints reinforced for double strength
FORK: One piece drop forged **FENDERS:** Murray Gothic design
CRANK: One piece drop forged with 7" throw
RIMS: All steel hook-type, baked enamel
COASTER BRAKE: Musselman, hard chrome brake shoe
TIRES: U S. Royal or Goodyear, black 26" x 2.125" ba loon with inner tube
SADDLE: Troxel, tan vinyl waterproof top with black coil springs, ba ls, and chrome scuff p ates
HANDLEBAR: **BOY'S:** Torrington S.B. 26 x 8 **GIRL'S:** Te r ington U Bar
PEDALS: Torrington Meteor **STEM:** Forged, chrome plated
CHAIN GUARD: New deluxe jet-line design
TRUSS ROD: Chrome plated **GRIPS:** Black rubber
LUGGAGE CARRIER: New deluxe dual fin-type design
PARKING STAND: Side kick-up type, plated
TANK: New motorcycle type with Murray slip-stream color styl ng
REFLECTOR: Stimsonite, on rear fender
HEADLIGHT: Delta Torpedo chrome trim mounted on fender

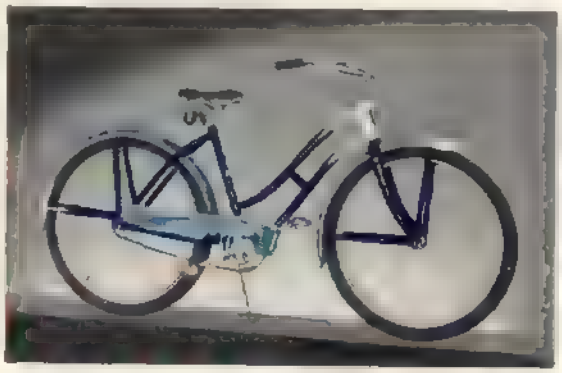
F I N I S H

BOY'S: Maroon baked enamel with vermi on and wh te panels and strip ng
GIRL'S: Sage green baked enamel with white, vermilion and gold panels and str ping

P A C K I N G

One per carton. Weight 62 lbs

J-20
26" BOYS



J-21
26" GIRLS

S P E C I F I C A T I O N S

FRAME: 18½" hydrogen brazed A joints reinfo ced for doub e strength
FORK: One piece drop forged **FENDERS:** Murray Gothic design
CRANK: One piece drop forged with 7" throw
RIMS: All steel hook-type, baked enamel
COASTER BRAKE: Musselman, hard chrome brake shoe
TIRES: U. S. Royal or Goodyear, black 26" x 2.125" balloon with inner tube
PEDALS: Torrington Meteor
SADDLE: Troxel, black vinyl waterproof top with coil springs and bells
HANDLEBAR: **BOY'S:** Torrington S.B. 26 x 8 **GIRL'S:** Torrington U-Bar
GRIPS: Regular, black
STEM: Forged, chrome plated **CHAIN GUARD:** New deluxe jet-line design
PARKING STAND: Side kick up type, plated
REFLECTOR: Stimsonite, on rear fender

F I N I S H

BOY'S: Black baked enamel with white and vermilion panels and stripings
GIRL'S: Fathom blue baked enamel with white tube b ue and vermilion panels and strip ng

P A C K I N G

One per carton. Weight 56 lbs.

Murray BICYCLES

J-36
24" BOYS

J-37
24" GIRLS

S P E C I F I C A T I O N S

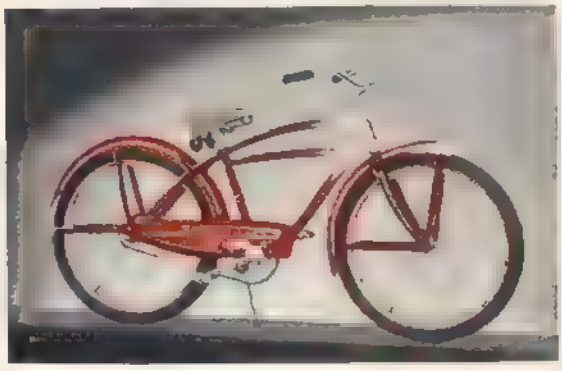
FRAME: 15⅞" hydrogen brazed. All joints reinforced for double strength
FORK: One piece drop forged **FENDERS:** Murray Gothic design
CRANK: One piece drop forged with 5.5" throw
RIMS: All steel hook type, bright plated
COASTER BRAKE: Musselman, hard chrome brake shoe
TIRES U. S. Royal or Goodyear, WSW 26 x 2.125" balloon with inner tube
SADDLE: Troxel, tan vinyl waterproof top with compound chrome plated springs and scuff plates
HANDLEBAR: **BOY'S:** Torrington S.B. 24 x 6
GIRL'S: Torrington U Bar
PEDALS: Torrington No. 2 **STEM:** Malleable chrome plated
CHAIN GUARD: New deluxe letter line design **TRUSS RODS:** Chrome plated
GRIPS: **BOY'S:** Red plastic **GIRL'S:** White plastic
LUGGAGE CARRIER: New deluxe, dual fin type design
PARKING STAND: Side kick-up type, plated
TANK: New motorcycle type with Murray slip-stream color styling
REFLECTOR: Stimsonite, on rear fender
HEADLIGHT: Delta torpedo with plated trim, mounted on fender

F I N I S H

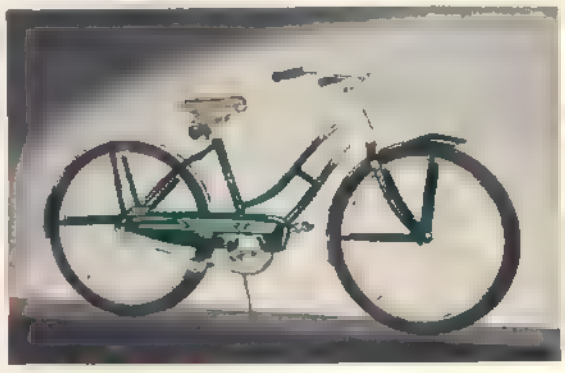
BOY'S: Black baked enamel with Vermilion and white panels and striping
GIRL'S: Fathom blue baked enamel with peacock blue and white panels and striping

P A C K I N G

One per carton. Weight 58 lbs.



J-34
24" BOYS



J-35
24" GIRLS

S P E C I F I C A T I O N S

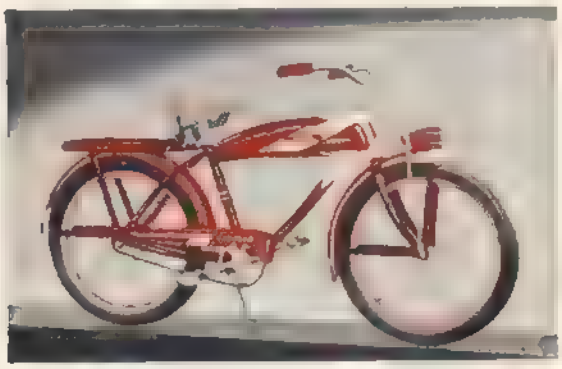
FRAME: 57/8" hydrogen brazed. All joints reinforced for double strength
FORK. One piece drop forged **FENDERS:** Murray Gothic design
CRANK: One piece drop forged with 5.5" throw
RIMS. All steel hook type, baked enamel
COASTER BRAKE: Musselman, hard chrome brake shoe
STEM Malleable, chrome plated
CHAIN GUARD New deluxe letter line design
PARKING STAND. Side kick up type, plated
REFLECTOR. Stimsonite, on rear fender
TIRES: U. S. Royal or Goodyear, black 24" x 2.125" balloon with inner tube **PEDALS:** Torrington No. 2
SADDLE: Troxel, tan top with black coil springs and bolts
HANDLEBAR: **BOY'S:** Torrington S.B. 24 x 6
GIRL'S: Torrington U-Bar
GRIPS: Regular black

F I N I S H

BOY'S: Maroon baked enamel with white and Vermilion panels and striping
GIRL'S: Ivy green baked enamel with white and Vermilion panels and striping

P A C K I N G

One per carton. Weight 52 lbs



J-42
20" BOYS

J-43
20" GIRLS

S P E C I F I C A T I O N S

FRAME: 14⅞" hydrogen brazed. All joints reinforced for double strength
FORK One piece drop forged **FENDERS:** Murray Gothic design
CRANK: One piece drop forged with 4.5" throw
RIMS: All steel hook-type, baked enamel
COASTER BRAKE. Musselman, hard chrome brake shoe
TIRES. U. S. Royal or Goodyear, black 20" x 2.125" balloon with inner tube
PEDALS Torrington, Jr. **SADDLE.** Tan top, black compound springs
HANDLEBAR **BOY'S** Superior 20 x 4 **GIRL'S:** Torrington U Bar
GRIPS: **BOY'S** Red plastic **GIRL'S.** White Plastic
STEM: Malleable, chrome plated **CHAIN GUARD.** Deluxe design, enameled
LUGGAGE CARRIER. New ultra modern, stamped grid design
TRUSS RODS: Enameled **PARKING STAND:** Side kick-up type, plated
TANK: Large snap fitting with Murray slip stream color styling
HEADLIGHT: Delta two-tone single cell with visor
REFLECTOR: Stimsonite, on rear fender

F I N I S H

BOY'S: Maroon baked enamel with white and Vermilion panels and striping
GIRL'S: Ivy green baked enamel with white and sage green panels and striping

P A C K I N G

One per carton. Weight 50 lbs

Murray BICYCLES

J-40
20" BOYS

J-41
20" GIRLS

S P E C I F I C A T I O N S

FRAME: 14⅞" hydrogen brazed. All joints reinforced for double strength
FORK: One piece drop forged
FENDERS: Murray Gothic design
CRANK: One piece drop forged with 4.5" throw
RIMS: All steel hook type, baked enamel
COASTER BRAKE: Musselman, self-energizing, equipped with exclusive hard chrome brake shoe
TIRES: U. S. Royal or Goodyear, black 20" x 2.125" balloon with inner tube
PEDALS: Torrington, Jr.
SADDLE: Tan top, black compound springs
HANDLEBAR: **BOY'S:** Superior 20 x 4 **GIRL'S:** "J" Bar
GRIPS: Regular, black rubber **STEM:** Malleable chrome plated
CHAIN GUARD: De luxe design, enameled
PARKING STAND: Side kick up type, plated
REFLECTOR: Stimsonite on rear fender

F I N I S H

BOY'S: Maroon baked enamel with white and Vermilion panels and striping
GIRL'S: Fathom blue baked enamel with white and lake blue panels and striping

P A C K I N G

One per carton. Weight 45 lbs.

J-490
16" BOYS

J-491
16" GIRLS

S P E C I F I C A T I O N S

FRAME: 13⅞" hydrogen brazed. All joints reinforced for double strength. Boy's, single bar, Girl's, double bar
FRAME BEARINGS Full ball bearing head and hanger sets, same as full size bicycle
FORK: One piece heavy gauge steel
FENDERS: Murray deep section crescent design
CRANK: One piece drop forged with 3.5" throw
RIMS: All steel, heavy gauge enameled, tangent spoke
COASTER BRAKE Musselman, self energizing equipped with exclusive hard chrome brake shoe
TIRES: 1¾" semi pneumatic, 16" **PEDALS:** Torrington, Jr.
SADDLE: Travel red top, black compound springs
HANDLEBAR: U Bar, bright plated **GRIPS:** Red plastic
STEM: Goosneck type chrome plated
CHAIN GUARD: New deluxe design, enameled
PARKING STAND: Side kick-up type, plated
REFLECTOR: Stimsonite, on rear fender

F I N I S H

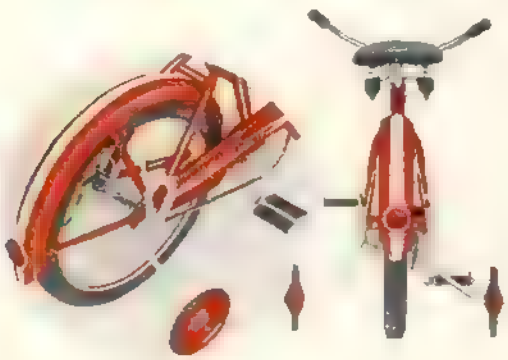
BOY'S: Black baked enamel with white and Vermilion panels
GIRL'S: Lake blue baked enamel with white and Vermilion panels

P A C K I N G

One per carton. Weight 39 lbs

MURRAY BIKE TRAINER

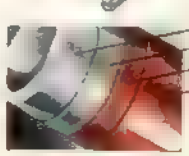
Young children easily learn to ride when they start with this low-priced Trainer. For use on 16" and 20" bicycles. Easily attached, adjusted or removed.



Murray BICYCLES ARE Better Built

"TANK-TOUGH" FRAMES
Murray frames are the strongest because they are triple reinforced and hydrogen brazed by a patented process.

MUSSELMAN COASTER BRAKES
Exclusive Musselman brake action is always smooth, yet positive.



"EVER-GLO" ENAMEL—Baked on automotive finishes for lasting beauty and protection.

WOODBURY HARDWARE COMPANY

PARAMOUNT CHRISTMAS LIGHTS

COLORS: RED, GREEN, BLUE, ORANGE, WHITE

LAMPS

Miniature base, 15v. series, G.E. lamps, 10 assorted colors or 10 of color to box. 1000 to ctn., 13 lbs. Paramount Christmas Lights.

NO. C6.....PER 100 $01.40

QUANTITY ORDERED _____

LAMPS

Candelabra base, 130v. multiple G.E. lamps for indoor use. 10 assorted colors or 10 of color to box. 500 to ctn., 11 lbs. Paramount Christmas Lights.

NO. C7½.....PER 100 $15.20

QUANTITY ORDERED _____

LAMPS

Intermediate base, 120v. multiple G.E. lamps for outdoor. 10 assorted colors or 10 of color to box. 500 to ctn., 20 lbs. Paramount Christmas Lights.

NO. C9½.....PER 100 $18.60

QUANTITY ORDERED _____

BUBBLING LIGHT LAMPS

Series, 15v. G.E. bulbs. 10 assorted colors to box. 200 to ctn., 15 lbs. Paramount Christmas Lights.

NO. B20.....PER 100 $25.80

QUANTITY ORDERED _____

BUBBLING LIGHT LAMPS

Multiple 120v. candelabra base, G.E. bulbs, 10 assorted colors to box. 200 to ctn., 22 lbs. Paramount Christmas Lights.

NO. B25.....PER 100 $43.20

QUANTITY ORDERED _____

FLASHERS

Pin-type, bakelite, sealed bakelite bottom. 25 to box. 100 to ctn., 8 lbs. Paramount Christmas Lights

NO. B.....EACH $ 0.25

QUANTITY ORDERED _____

INDOOR LIGHTING SET

7 ft. multiple straitline, C7½ G.E. candelabra base. 120v. lamps, Kliptons, Addon. 50 to ctn., 36 lbs. Paramount Christmas Lights.

NO. 1005K.....EACH $ 2.51

QUANTITY ORDERED _____

INDOOR LIGHTING SET

15 ft. multiple, straitline, C7½ G.E. candelabra base, 120v. lamps, Kliptons, Addon. 25 to ctn., 33 lbs. Paramount Christmas Lights.

NO. 1015K.....EACH $ 3.91

QUANTITY ORDERED _____

25 ft. Indoor multiple; same as No. 1015K. 15 to ctn., 29 lbs.

NO. 1025K.....EACH $ 5.29

QUANTITY ORDERED _____

INDOOR BUBBLING LIGHT SET

8 ft. bubbling light set, series 15v. lamps; G.E. bulbs, Kliptons, Addon, Paramount Christmas Lights.

NO. 1330K.....EACH $ 2.76

QUANTITY ORDERED _____

INDOOR BUBBLING LIGHT SET

7 ft. bubbling light set, multiple, straitline, 120v. candelabra base; G.E. bulbs; Kliptons, Addon. 20 to ctn., 27 lbs. Paramount.

NO. 3405K.....EACH $ 4.87

QUANTITY ORDERED _____

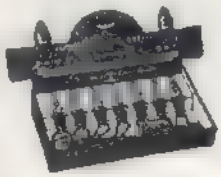
DECORATIVE LIGHTING OUTFIT

8 ft. series, loop outfit; C6 15v. G.E. lamps, Kliptons, Addon. Paramount Christmas Lights. 50 to ctn., 26 lbs.

NO. 3015.....EACH $ 1.61

QUANTITY ORDERED _____

OUTDOOR LIGHTING OUTFIT



7 ft. multiple, straitline, C9½ G.E. intermediate base, 120v. lamps, Kliptons, rubber washers, Addon. 25 to ctn., 27 lbs. Paramount.

NO. 2900K.....EACH $ 3.30

QUANTITY ORDERED _____

OUTDOOR LIGHTING OUTFIT

15 ft. outdoor multiple, straitline, C9½ G.E. intermediate base, 120v. lamps, Kliptons, rubber washers, Addon. 15 to ctn., 33 lbs. Paramount.

NO. 3015K.....EACH $ 7.07

QUANTITY ORDERED _____

25 ft. outdoor multiple; same as No. 3015K 10 to ctn., 33 lbs.

NO. 3025K.....EACH $11.87

QUANTITY ORDERED _____

TREE TOP STAR

5½" dia. multiple, plastic, two-tone; 120v. TC5 candelabra base, G.E. lamp. 100 to ctn., 20 lbs. Paramount Christmas Lights.

NO. 725.....EACH $ 0.87

QUANTITY ORDERED _____

TREE TOP STAR

5½" dia. series, plastic, two-tone, 15v TC4½ G.E. lamp. 100 to ctn., 20 lbs. Paramount Christmas Lights.

NO. 726.....EACH $ 0.61

QUANTITY ORDERED _____

STARS

Translucent plastic, series 15v., G.E. bulbs; 10 asst. colors to box. Paramount Christmas Lights

NO. 710.....PER 100 $22.10

QUANTITY ORDERED _____

RED SILK CHENILLE WREATHS

12" dia., C7½ G.E. 120v. lamp. 24 to ctn., 18 lbs. Paramount Christmas Lights

NO. 5A.....EACH $ 1.76

QUANTITY ORDERED _____

10" dia. Same as No. 5A. 24 to ctn., 15 lbs.

NO. 1A.....EACH $ 1.61

QUANTITY ORDERED _____

PARAMOUNT CHRISTMAS LIGHTS

RED SILK CHENILLE WREATH WITH SANTA

12" dia. wreath with colored, illuminated Santa, C7½ G.E. 120v lamp. Paramount Christmas Lights.

NO. 8A.....EACH $ 2.26

QUANTITY ORDERED _____

CELLOPHANE WREATH

12" dia. C7½ G.E. 120v. lamp. Paramount Christmas Lights.

NO. 10.....EACH $ 1.08

QUANTITY ORDERED _____

3 CANDLE PLAQUE

19" wide by 16" high, attractively colored and illuminated, C7½ G.E. lamp for outdoor and indoor use. Paramount Christmas Lights.

NO. 376.....EACH $ 6.26

QUANTITY ORDERED _____

5 LIGHT CANDOLIER

Ivory plastic candles and base; C7½ G.E. 120v. lamps. 1 to box. 12 to ctn., 23 lbs. Paramount Christmas Lights

NO. 295.....EACH $ 3.96

QUANTITY ORDERED _____

LARGE SANTA-REINDEER PLAQUE

34" wide by 21" high, fully colored and illuminated by 4 G.E. C7½ lamps, for outdoor and indoor use 1 to ctn. 4½ lbs. Paramount Christmas Lights.

NO. 762.....EACH $11.55

QUANTITY ORDERED _____

SANTA-REINDEER PLAQUE

19" wide, 16" high, colored and illuminated by 2 G.E. C7½ lamps, for outdoor and indoor use. 1 to box. 6 to ctn., 15 lbs. Paramount Christmas Lights.

NO. 382.....EACH $ 6.77

QUANTITY ORDERED _____

SANTA PLAQUE

15" high, 12" wide, formed in heavy wt. vinylite, beautifully colored, for outdoor and indoor use. C7½ candelabra base, 120v. G.E. lamp, 6 to ctn., 18 lbs. Paramount Christmas Lights.

NO. 16Z.....EACH $ 3.81

QUANTITY ORDERED _____

SANTAS

10" high, molded in plastic, most realistic pose, beautifully colored, C7½ G.E. lamp. 12 to ctn., 12 lbs. Paramount Christmas Lights.

NO. 361.....EACH $ 3.01

QUANTITY ORDERED _____

Santa Plaque, 10" high, same as No. 361 but with metal back.

NO. 461.....EACH $ 2.81

QUANTITY ORDERED _____

SANTA CLAUS

6½" high, translucent plastic, cord, plug. C7½ G.E. 120v. lamp. 1 to box. 24 to ctn., 17 lbs. Paramount Christmas Lights.

NO. 61.....EACH $ 1.01

QUANTITY ORDERED _____

SNOW MAN

6" high, translucent plastic, cord, plug. C7½ G.E. 120v. lamp. 1 to box. 24 to ctn., 17 lbs. Paramount Christmas Lights.

NO. 62.....EACH $ 1.01

QUANTITY ORDERED _____

RUDOLPH (WITHOUT MUSIC)

4¼" high, 3-1/8" wide, plastic, beautifully colored, C7½ G.E. 120v. lamp, cord, plug. The nose really glows. 1 to box. 24 to ctn., 14 lbs. Paramount Christmas Lights.

NO. 76.....EACH $ 1.68

QUANTITY ORDERED _____

RUDOLPH (WITHOUT MUSIC)

4¼" high, 3-1/8" wide, plastic, beautifully colored, C7½ 120v. lamp, cord, plug. The nose really glows. 1 to box. 24 to ctn., 14 lbs. Paramount Christmas Lights.

NO. 77.....EACH $ 1.68

QUANTITY ORDERED _____

RUDOLPH (WITH MUSIC)

8½" long, 7¾" high, plastic, beautifully colored, C7½ G.E. 120v. lamp, cord, plug The nose really glows. 1 to box. 12 to ctn., 15 lbs. Paramount Christmas Lights.

NO. 78M.....EACH $ 6.01

QUANTITY ORDERED _____

BELL CLUSTER

Three 5" red translucent bells, C7½ G.E. 120v. lamps. 1 to box. 24 to ctn., 30 lbs. Paramount Christmas Lights.

NO. 3P5.....EACH $ 3.49

QUANTITY ORDERED _____

MUSICAL CHURCH WINDOW

10" high, mechanically opens and closes shutters, beautifully molded, ivory plastic; musical unit: C7½ G.E. lamp. Paramount Christmas Lights. 1 to box. 6 to ctn., 20 lbs.

NO. 877MC.....EACH $11.01

QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

CHRISTMAS LIGHTS

ANGEL

8¾" high, beautifully colored, translucent plastic, wings and halo also light up; C7½ G.E. 120v. lamp. 1 to box. 24 to ctn., 22 lbs. Paramount Christmas Lights.

NO. 63.....EACH $ 2.11
QUANTITY ORDERED _____

ANGELS

Musical angel, 14" high by 17" wide, molded base in ivory plastic, Swiss musical unit, beautifully colored, lighted by 15 watt, G.E. 120v. std. lamp. 1 to box. 4 to ctn., 21 lbs. Paramount Christmas Lights

NO. 663MC.....EACH $12.96
QUANTITY ORDERED _____

Same as No. 663MC but without music, for outdoor and indoor use. 1 to box. 4 to ctn., 20 lbs.
NO. 669.....EACH $
QUANTITY ORDERED _____

MUSICAL ALTAR

11" high, ivory plastic, beautifully lighted; C7½ candelabra base 120v. G.E. lamp. 1 to box. 6 to ctn., 18 lbs. Paramount Christmas Lights.

NO. 277MC.....EACH $ 8.78
QUANTITY ORDERED _____

MUSICAL CATHEDRAL

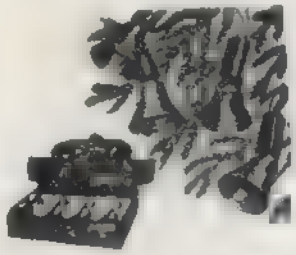
12" high, ivory plastic, colored glass effects, separable cross. C7½ 120v. G.E. lamp. 1 to box. 6 to ctn., 18 lbs. Paramount Christmas Lights.
NO. 177MC.....EACH $ 7.76
QUANTITY ORDERED _____

THE STAR OF BETHLEHEM

Made of red and silver aluminum foil with starlight blue bulb that creates a brilliantly actual star twinkling. An especially made activating electro-mechanically self-operating mechanism. Can be used on: Christmas tree top; hung in window; display on doors, completely wired, ready to plug into any outlet 110 volts. 1 and 2 dz. to ctn., 6 and 12 lbs. resp. E. J. Nicorvo Mfg.

NO. - THE STAR OF BETHLEHEM.....EACH $ 1.98
QUANTITY ORDERED _____

THE BELLS OF ST. NICHOLAS



Ring electrically and automatically. Durably made of colorful phenolic and metal. Each bell is 2" high and is suspended from a small electronic unit complete with wiring, ready to hang and plug in. Sliding bead above each bell to make them easy to hang. Fully guaranteed. Approved by Underwriters Lab. Inc. and Canadian Stds. Ass'n. Packed 1 or 2 dz. to ctn., 10 and 20 lbs. resp. E. J. Nicorvo Mfg. Corp.

NO. 8888 (8 BELLS).....EACH $ 5.88
QUANTITY ORDERED _____

Christmas

INDOOR --- OUTDOOR LIGHTING SETS

decorations

NORTHWESTERN PRODUCTS CO.

2655-2723 Spruce St. • St. Louis 3, Missouri

FOUNDED 1902

See Northwestern at the Toy Fair
MARCH 9-18
Suite 995, Hotel McAlpin
Permanent Display:—
200 Fifth Ave., Room 420

AMERICA'S BIGGEST SELLERS!

POOSH-M-UPS

Glass-Covered . . . Fully Automatic . . . Full Size . . .
Completely Self-Contained Home Pin Ball Games

No. 452 ELECTRIC 5-IN-1

Colorful, electric POOSH-M-UP fascinating to both adults and juniors. Five translucent plastic domes light up. Operates on 2 ordinary flashlight battery cells. Glass covered; finely finished wood frame; folding legs.

Glass Covered Automatic

A big game . . 24" x 14" x 2". Plays Baseball, Bagatelle, Pennants, Twenty-one, Put-N-Take. Automatic feed and reload. One blue, one "gold" and nine "silver" balls.

$5.75 list

One to a carton; 6 to a shipper; wt. 45 lbs. f. o. b. St. Louis.

No. 462 . . . 5-Game Electric Poosh-M-Up. Identical in size, and similar in features and construction to No. 452. Glass-covered; battery operated; fully automatic; wood frame, 11 metal balls. $5.75 list.

Northwestern and Only Northwestern Makes the Famous the Original . . . the Genuine POOSH-M-UP *Home Pin Games*

Glass Covered Automatic

One to a carton. 4 to a shipper, wt. 45 lbs. f.o.b. St. Louis.

No. 460 ELECTRIC
POOSH-M-UP "SUPER"

This big, beautiful, 4-game, POOSH-M-UP has made a terrific hit with adults as well as with younger people. A full 28 inches long, by 15 inches wide and 2 inches thick . . . it is large, but portable. Strongly built, fully automatic. 2 plungers, 9 electrically lit pockets. Operates on 2 flashlight battery cells. Select, finely finished wood frame; metal legs. 1 "gold", 1 blue, and 9 "silver" balls.

$8.95 list

No. 451 . . . BIG 5 POOSH-M-UP

The famous FIVE-IN-ONE . . . a big, handsome, glass-covered, completely self-contained, home pin game. Solidly constructed to last for years.

Glass Covered Automatic

$3.75 list

One to a carton, 6 to a shipper; wt. 40 lbs. f. o. b. St. Louis.

Plays 5 different games! Automatic feed and reload. Brightly colored playing field. Select, finely-finished wood frame; folding legs. One blue, one "gold" and nine "silver" balls. Large—24" x 14" x 1⅛". More than a million sold!

No. 461 . . . Poosh-M-Up's RODEO. Same size as No. 441, and similar in construction and features. Plays 4 games. Colorful Rodeo playing field. Makes a hit with children and grown-ups. Glass-covered; wood frame; folding legs. $2.50 list.

Prices slightly higher in West and South.

No. 441 POOSH-M-UP JR.

Glass Covered Automatic

THE FOUR-IN-ONE

Sturdily built to last indefinitely. Automatic feed and reload. Finely finished wood frame. Folding legs. Glass-covered; completely self-contained. 10 steel balls. Plays 4 games. 18"x12"x1".

$2.50 list

One to a carton; 12 to shipper; wt. 45 lbs. f. o. b. St. Louis.

World Premiere! Northwestern Proudly Presents

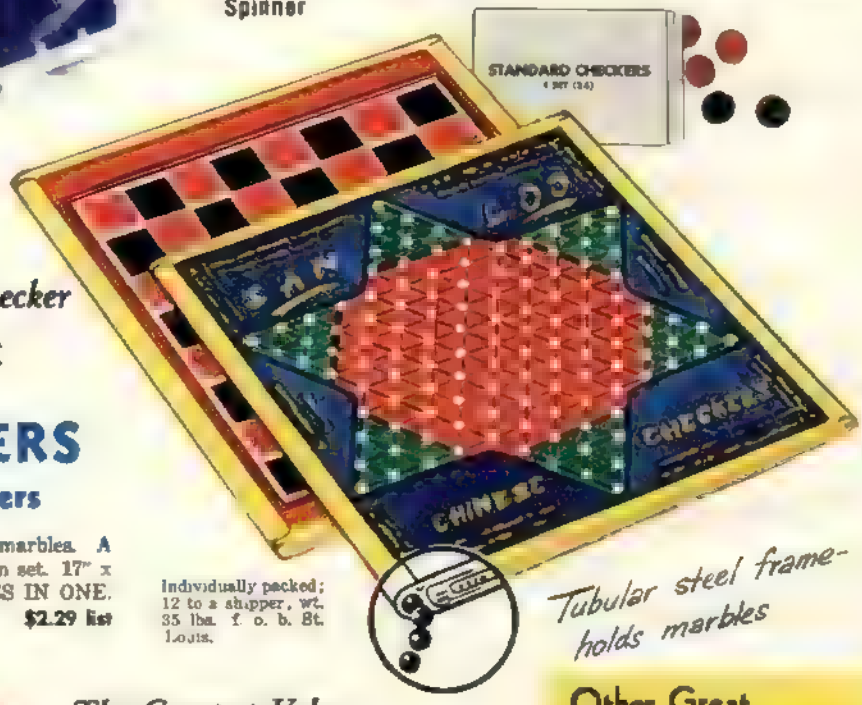
Its Sensational New 4-Game . . . No. 440

CLEAR PLASTIC POOSH-M-UP

One to display carton; 12 to a shipper; wt. 22 lbs.. f. o. b. St. Louis

- The Most Beautiful Pin Ball Game Ever Made
- Heavy Transparent Plastic
- Big Size—16" x 9" x 1"
- Large Steel Balls
- Automatic Feed & Reload
- Rotating Shooter—Movable Spinner
- Fully Self-Contained
- Heavy Multi-Lithographed Steel Playing Field

A magnificent game, all plastic with metal playing field. Plays 4 games — Baseball, Twenty-One, Hi-Score, Put-N-Take. **$2.00 list.**



Tubular steel frame-holds marbles

Individually packed; 12 to a shipper, wt. 35 lbs. f. o. b. St. Louis.

The Largest-Selling Chinese Checker Game in the World! No. 120C

METAL-FRAMED

CHINESE CHECKERS

Backed by Regular Checkers

Complete with 24 plastic "compo" checkers and 60 marbles. A large, beautiful, strongly built, full-color combination set. 17" x 18". Complete instructions. TWO GREAT GAMES IN ONE. **$2.29 list**

One to a colorful, self-selling carton; 24 to shipper; wt. 30 lbs. f. o. b. St. Louis.

The Greatest Value Ever Offered

The New No. 121

ALL-METAL CHINESE CHECKERS

A beautiful game — large — 14" x 14" x ¾"—practically indestructible, heavy-gauge steel Chinese Checker Game. Embossed playing surface; rolled edges. Complete with 40 marbles and instructions. **$1.00 LIST**

Other Great Chinese Checkers Game Sets.

No. 120. Metal-framed set same as No. 120C, but without checkers. $1.98 list.

No. 119. Same as No. 120, with Ante-Up Rummy instead of Checkerboard. $1.98 list.

No. 104. Wood Framed Chinese Checkers backed by Regular Checkerboard. 16" x 18" playing panel. With 40 marbles and complete instructions. $1.39 list.

No. 104C. Same as No. 104, with 24 plastic checkers. $1.69 list.

No. 103. Same as No. 104, with Ante-Up Rummy instead of Checkerboard. $1.39 list.

4 New, Self-Selling, Impulse-Purchase Games!

• ALL PLASTIC
• SELF-CONTAINED

59¢ EACH

• ALL POCKET SIZE

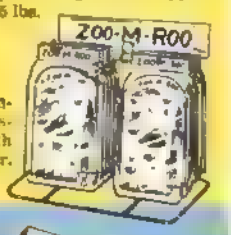
Proved Success!
Our Famous Poosh-M-Up

ZOO-M-ROO

ZOO-M-ROO is a colorful, new, all-plastic pin-ball game that is fascinating to both young and old. Automatic feed and reload. Completely self-contained—no chance to lose parts. 7 steel balls. Crystal-clear plastic frame and parts. Pocket size—5" x 7½". Already a tremendous seller!

No. 403. ZOO-M-ROO individually packed in colorful cut-out display box. 24 to shipper, wt. 5 lbs.

No. 403-B. ZOO-M-ROO individually packed in transparent plastic bag. 24 to shipper; wt. 5 lbs.



No. 403-R. Metal counter display rack and display card included with 24 403-B's in shipper. Wt. 6 lbs.

Fascinating...Relaxing...Different!
3-Game Pocket Combination

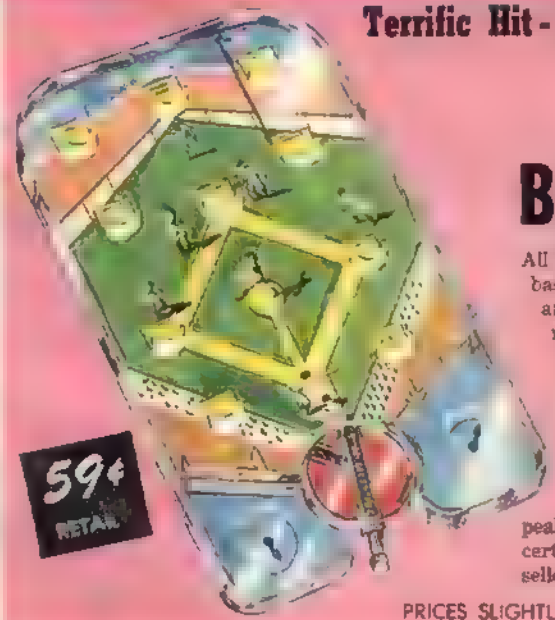
"TIPT"

An original . . . appealing . . . uncomplicated new game for one or more players. Fascinating to both children and adults. Plays 3 games — ROTATION, TRAIL, TABLE GOLF. TIPT is all plastic with a large steel ball. Pocket size—6¾" x 5¾" x 1".

No. 413. TIPT individually packed in colorful cut-out display box. 24 to shipper; wt. 5 lbs.

No. 413-B. TIPT individually packed in transparent plastic bags. 24 to shipper; wt. 5 lbs.

No. 413-R. 24 403-B's plus metal counter display rack and display card. Wt. 6 lbs.



Terrific Hit-Pocket-Size Baseball!

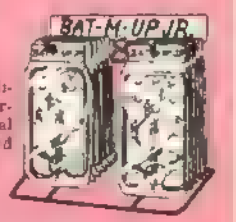
New, Swivel-Shooter
All-Plastic Poosh-M-Up
With Scoring Markers

BAT-M-UP JR.

All the excitement and fun of playing baseball! Swivel-shooter that you can aim. Dial indicators keep track of runs and outs. Automatic feed and reload. Completely self-contained—no chance to lose parts. 7 steel balls. Telescopic disappearing leg. Crystal-clear plastic frame and parts. Lithographed playing field. Pocket size—5" x 8½". A new game — so appealing in design and so well made, it's certain to be one of 1953's phenomenal sellers.

PRICES SLIGHTLY HIGHER IN WEST AND SOUTH

No. 415-B. BAT-M-UP JR. individually packed in transparent plastic bags. 24 to a shipper weighing 6 lbs. f. o. b St. Louis.



No. 415-R. 24 games individually packed in transparent plastic bags plus metal counter display rack and display card. Wt. 7 lbs. f. o. b St. Louis.

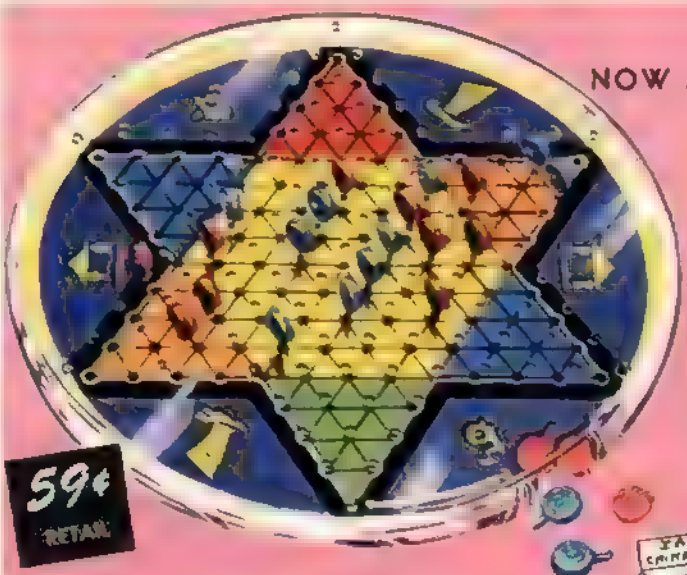
Originated and Manufactured by

NORTHWESTERN PRODUCTS COMPANY

St. Louis 3, Mo., U. S. A.
founded 1902

NOW . . . # POCKET SIZE
SAN LOO CHINESE CHECKERS

- A Magnificent ALL PLASTIC Game
- Complete and SELF CONTAINED



59¢ RETAIL

One of the most popular games of all times . . . in a beautiful, sparkling, all transparent plastic version. Game itself holds the 20 all plastic playing pieces, convenient plastic sliding closure assures easy access, secure storage. Pocket size—circular in shape, 7¼" in diameter, ¾" thick. A magnificent addition to Northwestern's SAN-LOO line. We predict a sell-out wherever displayed!

417-B. Pocket SAN LOO individually packed in transparent plastic bags. 24 to shipper, wt. 6 lbs. f. o. b. St. Louis.

417-R. 24 games individually packed in transparent bags plus metal counter display rack and display card. Wt. 7 lbs f. o. b. St. Louis

ZOO-M-ROO
POCKET POOSH-M-UP

"TIPT"
3-GAME COMBINATION

BAT-M-UP JR.
POCKET BASEBALL

SAN LOO
CHINESE CHECKERS
POCKET SIZE

and now— all four fascinating games in one beautiful, self-selling package!

NORTHWESTERN'S *Self-Selling*
4-GAME PACKAGE

Each box measures 15" x 12¼" x 1⅜₁₀. 12 sets to shipper weighing 12 lbs. f. o. b. St. Louis

The four great new all-plastic, pocket-size game sets combined in a unique, full-color, self-selling display carton. A great big box of fun for the whole family! We believe this to be one of the most remarkable game values to appear in past ten years. If you will but stock it, and show it, it will sell in tremendous volume!

No. 420...Four Wonderful Home Games Set

$2.29 list.

Northwestern Products Co., 2721 Spruce St., St. Louis 3, Mo.

semca

Jeweled Swiss Clocks

FOR TRAVEL OR BOUDOIR
FOR HOME OR OFFICE

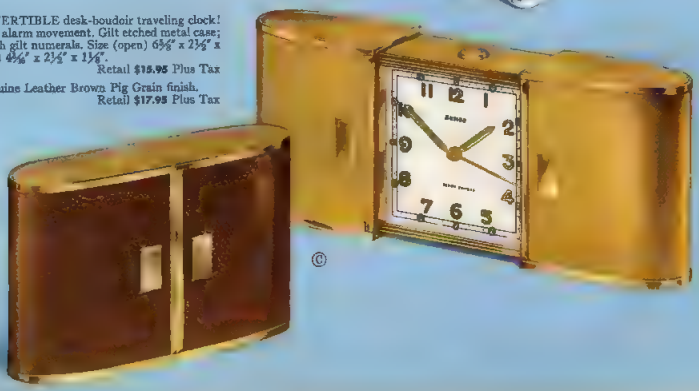
A. Music . . . Music . . . Music! Awaken to the melodious tune of a 7-Jewel Musical Traveling Alarm Clock! Genuine Morocco Leather case. White dial; luminous hands shaped like musical clefs; gilt numerals and dots simulate musical notes. 3⅝" x 3⅝" x 1½". Color choice of Brown, Red, Blue, or Green.
5692CU1290 Retail **$21.50** Plus Tax

B. Excitingly different! Exquisitely designed, Sterling Silver framed, 1 day 7-Jewel Boudoir alarm clock. Rich-tone dial, luminous tipped hands and hour dots! Features oval-shaped space for personalized initials. Size 3⅛" x 3⅛".
5643CU1350 Retail **$22.50** Plus Tax

Matching Sterling Silver Picture Frame
5681CU510 Retail **$8.50** Plus Tax

C. The CONVERTIBLE desk-boudoir traveling clock! 1 day, 7-Jewel alarm movement. Gilt etched metal case; white dial with gilt numerals. Size (open) 6⅝" x 2⅜" x 1⅜"—(closed) 4⅝" x 2¼" x 1⅜".
5691CU957 Retail **$15.95** Plus Tax

Same, in Genuine Leather Brown Pig Grain finish.
5682CU1077 Retail **$17.95** Plus Tax



D. 7-Jewel Traveling Alarm Clock and fully automatic Date Calendar! Genuine Leather pig grain case, gilt finish monogram plate for initial. Silver finish dial with gilt numerals, luminous hands and dots with date indicator. Size 3⅝" x 3½" x 1¼". Color choice of Tan-pig, Brown, or Blue.
5689CU957 Retail **$15.95** Plus Tax

E. 1 Day, 7-Jewel Calendar Traveling Alarm Clock with automatic shut-off feature. In Genuine Leather case. Authentic 22-year automatic calendar adjustable for any month with a flip of a finger! White dial with gilt finish numerals, luminous hands and dots. Size 4" x 3¾" x 1¼". Choice of Luggage-tan, Pig, Maroon, or Blue.
5694CU1017 Retail **$16.95** Plus Tax

F. Smartly styled 1 Day, 7-Jewel Traveling Alarm Clock with attractive gilt finish dial. Has easy-to-read luminous hands and numerals—a real beauty! Size 3⅝" x 3½" x 1¼"—fits into the smallest traveling bag without crowding! Genuine leather baby croco grain finish. Your choice of colors Brown, Green, Blue, Tan, or Red
5693CU837 Retail **$13.95** Plus Tax

semca *Jeweled Swiss Clocks for Travel*

SEMCA, the PERFECT traveling companion. Your assurance of a pleasant trip . . . a swell take-off . . . a Bon Voyage . . . and a happy landing!

G. 8-Day, 7-Jewel Traveling Alarm Clock. Equally useful at home, or on the desk of a college student or executive! Has Silver finish dial, gilt finish numerals, luminous dots and hands. IMPORTANT: One key winds both time and alarm. Size 3⅝" x 3⅝" x 1⅝" Genuine Leather Case. Color choice of Blue, Pigskin, Brown, or Red.
5684CU1110 Retail **$18.50** Plus Tax

H. Unique Roll Top 8 Day, 7-Jewel Traveling Alarm Clock in finest quality genuine Morocco Leather case. Clock automatically rises to vertical position when top is rolled back. Gilt finish or luminous hands and numerals. Size 3⅝" x 2⅞" x 1⅝". Choice of colors. Maroon, Blue, Pig, or Red.
5687CU1630 Retail **$27.50** Plus Tax

J. The Right Time . . . The Right Day . . . Every Day! 8-Day, 7-Jewel Traveling Alarm Clock with automatic calendar. Silver finish dial with day and date indicators. Luminous hands and dots; fine quality Genuine Morocco Leather case. Size 3½" x 3" x 1⅝". Choice of colors: Pigskin, Brown, Blue, Maroon, or Green.
5686CU1950 Retail **$32.50** Plus Tax

K. For Milady's boudoir . . . richly designed, 1 Day, 7-Jewel Alarm Clock with sparkling stones in alternating colors! Colored marquise and round white cut stones, set in gilt finish frame. Silver finish dial with gilt numerals, luminous dots and hands. Size 2⅞" x 3" x 1¼". Marquise shaped colors available in choice of Aqua, Rose, Sapphire, Amethyst, Peridot, or Crystal.
5679CU1197 Retail **$19.95** Plus Tax

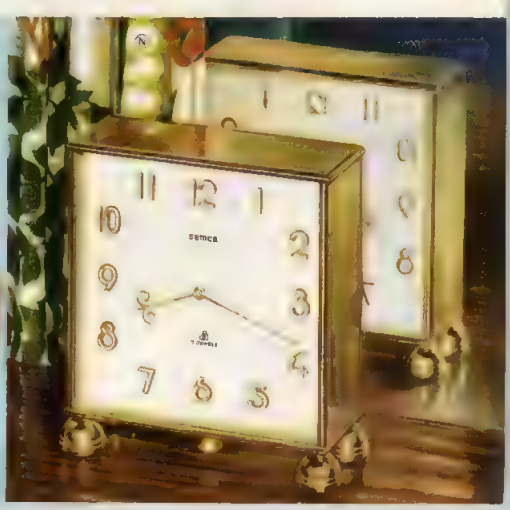
L. Arise to the strains of a melodious tune! 1 Day, 7-Jewel Musical Alarm Clock in gracefully designed enamel-finish metal case, trimmed with bright gilt frame and gilt floral designs. Gilt numerals on Silver finish dial represent musical scale and clef. Has luminous dots and hands. Size 5½" x 4" x 2". Choice of colors: Blue, Maroon, Brown, Green, or Ivory.
5680CU1197 Retail **$19.95** Plus Tax

Jeweled Swiss Decorative Clocks by semca

SEMCA Swiss Jeweled Clocks have won instant recognition by the most discerning. Accepted throughout the nation as products of superior design and beauty!

M. 1 Day, 7-Jewel Alarm Clock with 22-year automatic calendar. White dial, gilt finish numerals, luminous hands and dots. Size 3¼" x 3¼"
5695CU837
Retail **$13.95** Plus Tax
Available for travel with compact genuine leather case, Maroon Lizard finish.
5695CU1101
Retail **$16.95** Plus Tax

N. 8 Day, 7-Jewel TWIN DIAL Desk Clock, with raised gilt numerals! As practical as it is beautiful. Has lustrous Satin gilt finish case, Silver finish dial. A real conversation piece in any room! Excellent for Home or Office Size5⅜"x5"x2".
5688CU2730
Retail **$45.50** Plus Tax



P. Takes up less space than any other Traveling Clock! 30-Hour Traveling Alarm smallest, thinnest American-made clock! Has Silver-finish dial, luminous figures and hands. Size 3⅜" x 3⅜" x 1⅜". Simulated leather case in choice of Tan, Maroon, Blue, or Tan Pig.
5675CU590 Retail **$8.95** Plus Tax

Q. 30-Hour Desk and Traveling Non alarm Clock. Luminous figures, hands, Silver-finish dial. Size 4⅜ x 4⅜ x 1⅜" Simulated Leather case. In Maroon, Tan-Pig, Blue or Tan.
5677CU430 Retail **$6.45** Plus Tax

Same clock as above, only smaller size.
5678CU430 Retail **$6.45** Plus Tax

R. 30-Hour Traveling Alarm that takes up little space in traveling bag. Has beautiful Silver-finish dial with full luminous figures and hands, gilded frame. Size 4⅜" x 3⅜" x 1⅜". Stylish simulated Leather case in your color choice of Blue, Tan Pig, Maroon, or Tan.
5664CU590 Retail **$8.95** Plus Tax

THE ULTIMATE IN GIFT-GIVING

Phinney-Walker

DESK AND TRAVELING CLOCKS

S. 30-Hour Clock and Cigarette Box Combination. Ideal Gift for travel, home, or office—or for the woman who likes smart accessories on her Tea Table or Desk. Alligator-finish simulated Leather case has three compartments for playing cards and cigarettes. Clock has gilt etched dial, gilt-finish numerals. Case has gilt finish metal rims. Size 1¾" x 6" x 4½"
5676CU597 Retail **$9.95** Plus Tax

T. 30-Hour movement Calendar Clock gives you Time and Date at a glance! Ideal for the businessman's desk! 22 year calendar adjustable for any month. Gilt finish on square metal case and easel. Gilt-finish numerals on Silver finish dial. Size 4" x 4" x 1½"
5666CU657 Retail **$9.95** Plus Tax

U. 30-Hour Triple-Duty "Clip-Clock" serves as desk clock, clip for holding papers, and paper weight! Square clock in strong gilt-finish metal clip with space for initials. Has gilt-etched dial with gilt-finish numerals and hands. Size 3" x 2½" x 4¼"
5698CU497 Retail **$7.95** Plus Tax

SOUTH BEND

A Name Famous in Fishing

BAITS...

(A) TROUT-ORENO

The Trout-Oreno is extremely strong, yet light in weight—easy to cast and pick up. Aluminum plate cemented into body connects hook and line. Length 1⅝", weighs 1/10 oz. Red head, white body.
32B87-51.....Retail 85c

FLY ORENO

Fly-Oreno is similar to above but lightweight fly casting size. Length 1⅛", weight 1/20 ounce. A great little fish-getter in the ever-popular and effective red head style. A perfect balance for light fly line
32B88-45.....Retail 75c

(B) SOUTH BEND SURF-ORENO

Spinners at head and tail tend to act as weed guards. Waterproof metal tube extends entire length of body and houses wire for hook attachment. Length 3¾", weighs 1 oz.
32B319-195—Red head, white body.....Retail $1.75

Midget Surf-Oreno is similar to above but 2¾" long, weighs ¾ oz.
32B110-96—Red head, white body.....Retail $1.60

(C) SOUTH BEND PIKE-ORENO

Travels 4 to 6' deep with life-like action while being retrieved, floats when at rest. Length 4¾", weighs ⅝ oz. Has two No. 1 treble hooks, steel head plate and leader.
32B19-75—Red head, white body.....Retail $1.25
32B318-75—Pike scale finish.....Retail $1.25

(D) SOUTH BEND NEW JOINTED EXPLORER

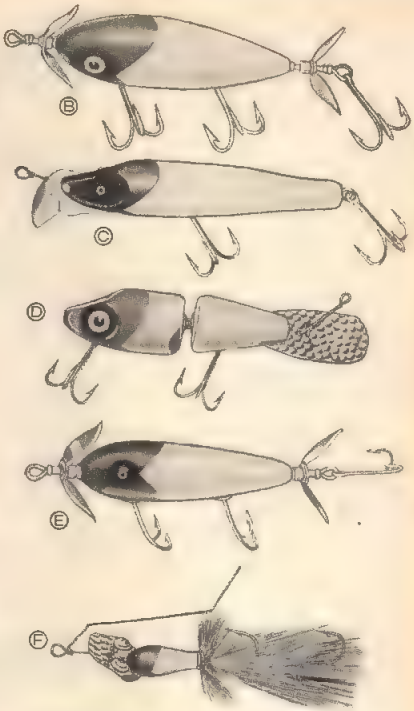
Body is jointed and the wiggle action is very pronounced. Two No. 4 treble hooks. Hangers are of stainless steel. Length 3⅞", weighs ½ oz.
32B1536-96—Red head, white body.....Retail $1.50
32B1537-90—Yellow body, red, green spots.....Retail $1.50

(E) SOUTH BEND NIP-I-DIDDEE

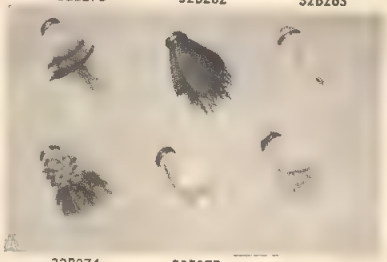
For use along the shore line, in weed pockets and among lily pads. Fore and aft spinners tend to act as weed guards. Has three No. 4 treble hooks. Length 3", weighs ⅝ oz.
32B1212-84—Red head, white body.....Retail $1.40
32B1214-84—Yellow perch finish.....Retail $1.40

(F) SOUTH BEND ITSADUZY

A new semi-weedless lure. One-piece body with chrome plated, hammered headplate, bright yellow plastic eyes. No. 3/0 body hook and size No. 1 trail hook, gaily colored bucktail. Weighs ⅝ oz.
32B1529-75—Red head, white body, red and white bucktail.
32B1530-75—Black head, orange body, black and orange bucktail.
32B1531-75—White head, black body, black and white bucktail.
Retail.....$1.25



32B276 32B262 32B263



32B274 32B275 32B273

SOUTH BEND HAIR FROGS

Highest quality bucktail hair. Bodies are green and yellow with black and gold markings. Tightly tied and clipped, they will give excellent service. Highly realistic in appearance. Made in two popular sizes. Non-slip hooks that will not twist or turn in the body.
32B279-75—Tied on No. 2 TDE hook.
32B280-75—Tied on No. 1/0 TDE hook.

CALLMAC BASS BUG

HIGH FLOATING CORK BODIES

Callmac bass bugs—feathers and bucktail hair combined in gay color combinations on a high-floating cork body give Callmac Bass Bugs life-like resemblance to living flies, moths or bugs. Only highest quality materials used in their construction. No. 1/0 TDE non-slip hook extends through body to eliminate turning and twisting. Flat, slanting head creates a disturbing ripple on the water as the bug is worked on retrieve. Heads have attractively painted eyes.
Each Callmac bass bug is packed in indi-

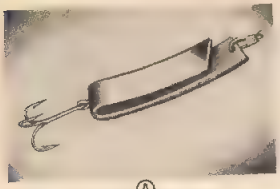
CHOICE OF SIX PATTERNS

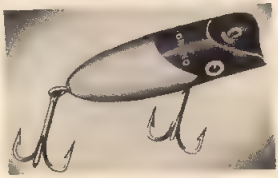
Black body, black wings, black tail.
32B262-51.....Retail 85c
White body, white wings, red tail.
32B263-51.....Retail 85c
Yellow body, yellow wings, yellow tail.
32B273-51.....Retail 85c
Red body, natural mallard and bucktail wings.
32B274-51.....Retail 85c
Gray body, natural guinea wings.
32B275-51.....Retail 85c
Silver body, golden pheasant and yellow

SOUTH BEND

A Name Famous in Fishing

Tested Baits





(A) SOUTH BEND SUPER-DUPER

The revolutionary new lure with tantalizing, darting life-like action. Super-Duper lures are sure-fire for panfish, trout, bass and many other fresh and salt water fish Bright brass color decorated with red. Wt 3 10 oz. Body length 1¾", #4 treble hook on lure. Spinning size

32B1884-60.....Retail $1.00

(B) MIDG-ORENO

The smallest casting lure of the Bass-Oreno type made by South Bend. Weighing but ⅜ ounce, it casts beautifully with a six-foot light action rod, 9 or 12-lb. test Black-Oreno line and either a No. 60, 780 or 1100 South Bend reel. Length 2¼ inches. Two No. 5 treble hooks—bronze. One of the most effective small lures ever created. Irresistibly alluring Bass-Oreno action

32B108-57.....Retail 95c

(C) WEE-NIPPEE

Remarkably effective lure Free spinning fore and aft spinners. Body length is 2⅜", wt., ¾ oz. Equipped with two No. 4 bronze double hooks. Red arrowhead, white body

32B1706-81.....Retail $1.35

As above, but dark green frog, yellow belly

32B1707-81.....Retail $1.35

As above, but yellow body, red gills

32B1708-81.....Retail $1.35

As above, but yellow perch scale finish

32B1709-81.....Retail $1.35

(D) SOUTH BEND CASTING SPOONS

Darting, diving South Bend spoons with red and white stripes on one side and gleaming nickel finish on the other. Not a fish in the lake can refuse this beauty! Favorite of all smart anglers. 2¼" long, wt. ⅜ oz.

32B56-288—Dozen.....Retail $4.80

As above, but slightly larger size. Length

SOUTH BEND SPIN ORENO

Small, light Spin-Oreno weighs 1/5 oz. has 2T hooks. Ideal for spinning—easy to cast, easy to pick up. A very popular and dependable lure. Wobbling, diving, zigzag action attracts fish. An aluminum plate connects line tie with hook and runs through body of lure, thereby eliminating any possibility of losing the fish because of loosened hooks on line tie. Smallest casting lure of this type made by South Bend

32B1881-51 Red and white. Retail 85c
32B1882-51—White spotted.....Retail 85c
32B1883-51—Orange spotted . . .Retail 85c

Famous South Bend Baits in

"Firelacquer"

Fluorescent-Like Glow Finish

South Bend has added the amazing "Firelacquer" finishes on fast-selling South Bend baits to make them even more effective than before. They're 500 to 800 percent more visible than conventional bait finishes. These lures are new and the hottest thing to hit the sport of fishing for many years. Fish can't resist 'em. "Firelacquer" finishes create a fluorescent-like glow that has an amazing attraction for fish. It will lure them to strike from greater depths, heavier cover and greater distances in preference to conventional finishes placed with in easier striking distance. It makes them especially effective for dark waters, dawn and dusk fishing

(J) Nip-I-Diddee. Is 3" long, weighs ¾ oz

32B142-90—Saturn green . . Retail $1.50
32B145-90—Fire orange . Retail $1.50
32B146-90—Neon red. . .Retail $1.50

(K) Trout-Oreno. 1⅝" long, weighs 1/10 oz

32B136-57—Saturn green .....Retail 95c
32B138-57—Neon red ... .Retail 95c

(E) SPIN-I-DUZY

Semi-weedless metal lure with a streamlined body and hammered metal headplate gives flash and a darting, rolling minnow-like action that has a fatal attraction for bass, pike, pickerel, walleyes and other fresh and saltwater fish. Attractive bucktail hair conceals the body and trailer hooks. Wire line tie and weed guard, extra large bright yellow plastic eyes. Enamel finish. 1S hooks. Wt. 3/10 oz

32B1678-75—Red and white...Retail $1.25
32B1879-75—Green and yellow.Retail $1.25
32B1880-75—Black and white..Retail $1.25

(F) SPIN-I-DIDDEE

Like the Wee-Nippee also designed for spin fishing. Weight is ¼ oz. Body is 2¼" and is equipped with 2 spinners 4 bronze treble hooks

32B1702-75—Red arrowhead, white body
32B1703-75—Aluminum finish.
32B1704-75—Yellow body, red gills
32B1705-75—Dk. green frog, yellow belly.
Retail $1.25

(G) LI'L RASCAL BAIT

A perfect lure for the light tackle angler. Travels at medium depth during a fast retrieve, shallower depth at slower retrieve, floats low in the water at rest. Has two No. 4 treble hooks. Length 2¼", wt. ¼ oz.

32B1532-75—Red head, white body.
32B1533-75—Rainbow, blue back.
32B1534-75—Sil. spec., shad-o-wave back.
32B1535-75—Yellow perch scale finish
Retail $1.25

(H) FIN-DINGO

A slow-sinking lure with pectoral fins like a fish to give it a realistic swimming action on the retrieve. For on-the-bottom fishing, Fin-Dingo swims along slowly, upright on an even keel, and resting on its two fins when not in motion. Length 1½", wt. ½ oz

32B1710-75—Red arrowhead, white body
32B1711-75—Yellow with black spots.
32B1712-75—Frog finish.
32B1713-75—Spotted gold fish scale.
$1.25

Famous Fish Tested Baits by SOUTH BEND

A Name Famous in Fishing

USED ALL OVER THE WORLD

(A) NEW GOPLUNK BAIT

In action this lure makes a noisy, plunking sound when you pop or twitch the rod tip. Equipped with two No. 4 treble hooks and a special tempered monel wire linking the 2 parts of the body together. Hook hangers are of stainless steel. 3" long, weighs ½ ounce.

32B1544-90—Red head, white body.
32B1545-90—Imitation frog finish.
32B1546-90—Yellow perch finish
Retail **$1.50**

(B) FISH-ORBITE BAIT

Molded of indestructible tenite. Removable cadmium plated hooks are suspended from stainless steel pin. Hooks are nonfouling and sink at the rate of 1½ feet per second—remains at desired depth during retrieve. When moving through the water it has a tantalizing action that game fish can't resist. Length of body is 2⅜". Purchase price will be refunded (by South Bend) if this lure fails to catch its share of fish

32B71-75—Pike scale
32B72-75—Red head, white body.
32B73-75—Yellow perch scale.
32B240-75—Silver speckled white.
32B304-75—Silver speckled yellow.
Retail **$1.25**

(C) TEAS-ORENO BAIT

A bait that will tantalize all the fish with its special action. This bait may be fished in three special ways—as a slow traveling surface bait, as a diving near the surface bait, or as an intriguing plunking and diving bait. It is excellent for bass, pike, pickerel, muskies, trout. Length 3¼", weight ⅝ oz. Red head and white body.
32B149-75.....Retail $1.25

As above but yellow perch scale.
32B150-75.....Retail $1.25

(D) SOUTH BEND TRIX-ORENO

Recognized as outstandingly effective lure. Red head and white body. Length 1⅛", size 6 hook. With barrel swivel and bangle.
32B200-45.....Retail 75c

Length 1⅝", size 1 hook. Barrel swivel and rubber pork rind.
32B230-45.....Retail 75c

Length 2¼", size 6/0 hook. Barrel swivel and bangle.
32B261-66.. . . . . ..Retail $1.10

(E) BABY PIKE-ORENO

Rated as one of the finest lures ever devised and is considered a must in the tackle box by hundreds of fishermen in both hemispheres. It travels four to six feet deep with lifelike action while being retrieved, floats when at rest, and can be made to perform a wide variety of antics merely by manipulating the rod. Tops for bass, pike, walleye, pickerel. Length 3¾", weight ½ oz. Two No. 2 treble hooks, steel head plate and leader. For lake or stream
Red head, white body.
32B80-65—**CLOSEOUT**.....Retail $1.25
Silver Speckled white, green back.
32B111-65—**CLOSEOUT**.....Retail $1.25

(F) JOINTED BABY PIKE-ORENO

Similar to Baby Pike-Oreno but jointed for that extra-provocative action that both fish and fisherman like. Length is 4 inches; weight ⅝ oz. Has two No. 2 treble hooks, steel headplate and leader.

Red head and white body.
32B317-90.....Retail $1.50

Pike scale finish.
32B258-90.....Retail $1.50

(G) SOUTH BEND DIVE-ORENO

The bait that recently took the largest walleyed pike! It is a bait developed from the original Pike-Oreno for faster movement and deeper travel. Originated for the deep lakes of Kentucky and Tennessee It has proved phenomenally successful wherever a deep-diving, fast moving bait is needed. 4" long, ⅝ oz

Red head and white body.
32B66-65—**CLOSEOUT**.....Retail $1.25

Yellow perch scale.
32B107-65—**CLOSEOUT**.....Retail $1.25

As above, but 3¼" long, weight ½ ounce
Red head and white body.
32B105-65—**CLOSEOUT**.....Retail $1.25

Yellow perch scale
32B78-65—**CLOSEOUT** .....Retail $1.25

Silver speckled white body.
32B106-65—**CLOSEOUT**.....Retail $1.25

(H) BASS-ORENO BAITS

Length 3¾", weight ¾ oz. Three No. 1 treble hooks.

Red head, white body.
32B109-75.....Retail $1.25

Yellow body, red and brown blend.
32B82-75.....Retail $1.25

Rainbow, blue back.
32B83-75.....Retail $1.25

Small size Bass-Oreno weighing ½ oz.—perfect for use with popular light-action rods. One of the most effective small lures ever created. Length 2¾", weight ½ oz Has two No. 1 treble hooks.
32B229-60—Red head, white body
32B68-60—Yellow perch scale.
Retail **$1.00**

(J) SUPER SNOOPER BAIT

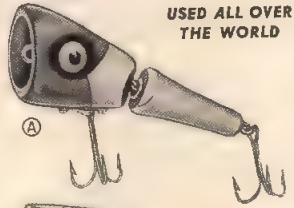
A new banana-shaped lure molded of durable plastic. Floats when at rest—darts under surface during retrieve. Two No. 4 treble hooks. Length 2⅞", weighs ½ oz.

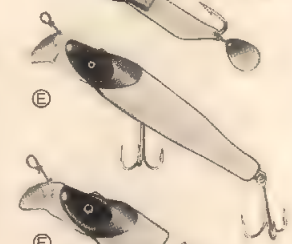
Red head and white body.
32B1540-75.....Retail $1.25

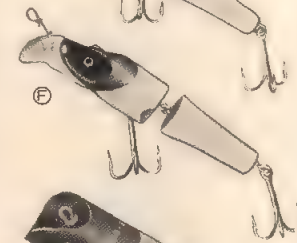
Yellow body, red-green spots.
32B1541-75..... ...Retail $1.25

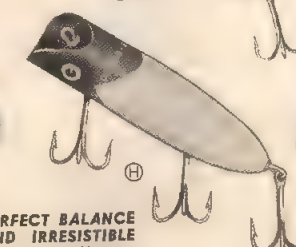
Imitation frog finish.
32B1542-75.. . . ..Retail $1.25

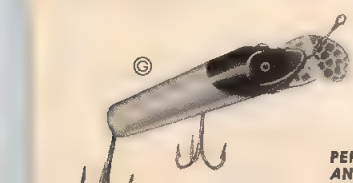
Orange body, red, black spots
32B1543-75 . ... Retail $1.25



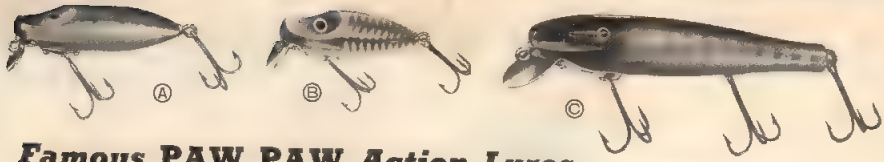








PERFECT BALANCE AND IRRESISTIBLE



Famous PAW PAW Action Lures

(A) "LIPPY JOE" LURE

Right teasing action! Right colors! Right results! This sparkling, transparent plastic minnow in rich colors is a Paw Paw first for beauty and action. Unexcelled for bass, it is also a good lure for all game fish in all waters. 3" long, weighs ½ ounce.
32B1256-12S54/60—Yellow, silver ribs.
32B1259-12S54/60—White, red head, silver.
32B1260-12S54/60—Black, silver flitter.
32B1261-12S54/60—Yellow perch.
32B1264-12S54/60—Frog finish
Retail.... .. 90c

(B) BABY "LIPPY JOE"

Little fish getter that is a combination of flashing brilliance and underwater action that drives bass mad. Has plenty of sales appeal for fishermen, effective for catching game fish in any water. Equipped with 2 sets of sturdy, fast-holding treble hooks. Length 2¼". Weighs ⅜ ounce.
32B1249-12S54/60—Yellow, silver ribs.
32B1251-12S54/60—White, red head, silver.
33B1252-12S54/60—Black, silver flitter
33B1253-12S54/60—Yellow perch.
32B1255-12S54/60—Frog finish.
Retail .. 90c

(C) PIKE MINNOW LURE

Acclaimed by fishermen everywhere as the greatest all-around lure that gets 'em and holds 'em. Attractive to all game fish, especially bass, pike and muskies. Effective life-like design means better fishing in all waters. Equipped with three treble hooks. 4½" long. Weighs ⅞ ounce.
32B1234-12S51/55—Yellow perch.
32B1235-12S51/55—White, red head.
32B1236-12S51/55—Pike scale finish.
32B1237-12S51/55—Silver flitter finish.
Retail .. 85c

JOINTED PIKE MINNOW

The most copied artificial bait in America In the water it's alive from head to tail providing lifelike and effective action usually seen only in the real thing. It's one of the thrills of bait casting in fresh and salt water Made in variety of finishes. Has 3 treble hooks 4⅛" long Weighs ¾ ounce
32B1238-12S60/65—Yellow perch
32B1239-12S60/65—White, red head
32B1240-12S60/65—Pike scale finish
32B1241-12S60/65—Silver flitter finish.
Retail.. $1.00

(D) "FLAP JACK" LURE

Tops in lively action, this lure has attained national popularity on merit alone —is standard equipment with all veteran anglers. Not made of wood—plastic gives perfect body balance that makes it a proved fish getter. Equipped with 4 treble hooks 3½" long. Weight ⅜ ounce
32B1632-12S66/70—White, red head.
32B1633-12S66/70—Orange, red, black spots.
32B1634-12S66/70—Green frog imitation
32B1635-12S66/70—Yellow, red, black spots.
Retail. $1.10

(E) "BRILLIANT BASS SEEKER"

A perfect lure that has everything that can be desired, excels in all ways—guaranteed action, fish-luring color, new brilliant head plate, perfectly centered line-tie, jointed body. Has 2 treble hooks. 3" long. Weight ½ ounce.
32B1243-12S66/70—White, black, scale
32B1244-12S66/70—Perch scale finish.
32B1245-12S66/70—Pike scale finish

(F) PAW PAW "POPPER"

Paw Paw "Popper" is a floating, popping type lure that is excellent for bass, pike, all kinds of game fish. Made of durable plastic in a variety of fish-attracting finishes as listed below Length 3", weight ⅜-ounce
32B1622-12S45/50—Yellow perch finish.
32B1623-12S45/50—White body, red head.
32B1624-12S45/50—Rainbow colored.
32B1625-12S45/50—Frog finish.
Retail .. 75c

(G) STANDARD "WOBBLER"

The Paw Paw "Wobbler" is a standard grooved head lure that really gets bass. Has white body, red head, 3 treble hooks. 3¾" long Weight ⅜ ounce
32B1626-12S45/50 . Retail 75c

JUNIOR SIZE "WOBBLER"

Same as standard model above but 3" long with 2 treble hooks. Weight ½ ounce.
32B1627-12S36/40.....Retail 60c

(H) PAW PAW "WIGGLE DEEPER"

Has brilliant reinforced head plate. Designed to travel deep—perfect when the big ones are down deep in the cool waters Transparent fish-flesh colors too—"the lure that hooks them all." Length 3", weight ½ oz.
32B1628-12S54/60—Yellow scale, silver ribs.
32B1629-12S54/60—White, red head, silver ribs.
32B1630-12S54/60—Brilliant rainbow.
32B1631-12S54/60—Frog finish.
Retail 90c

(J) "WOTTA-FROG, JR."

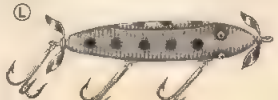
Realistic, effective lure for frog fishers—spinning or casting. For realistic action cast the frog so there is no jerk, fish strip fashion, and each pull will straighten out the legs, while each pause gives it time to kick again. Excellent for use during the hottest part of the day. Overall length 2½" Weight ½ ounce.
32B1242-12S66/70..... .....Retail $1.10

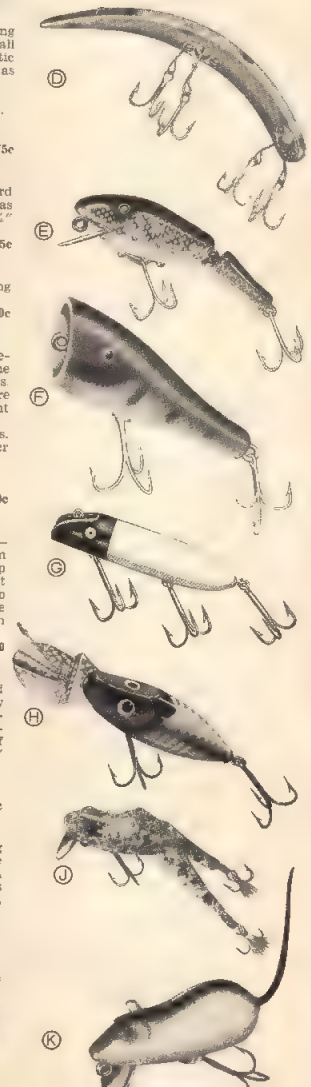
(K) "MINNIE MOUSE" LURE

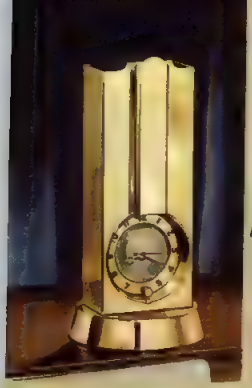
Lifelike, true to nature in design and coloration, this little mouse will fool any fish. Has a realistic fur finish with life-like long rubber tail The head is of stainless steel. Lure is equipped with 1 set of strong, sure-catching, treble hooks. 2½" long Weighs ⅝ ounce
32B56-12S45/50—Brown fur finish
32B57-12S45/50—Gray fur finish
Retail..... 75c

(L) PAW PAW "OLD FLAT SIDE"

With two revolving spinners Putters along the surface like an injured minnow. Give it the stop and go action, and game fish will wham at it in perfect fury. Lure is equipped with 3 sets of strong, sharp, treble hooks that hold on. Good in all waters for all game fish. Length 3½", weight ¾ oz.
32B1246-12S54/60—Yellow perch finish
32B1248-12S54/60—Frog finish
Retail .. 90c



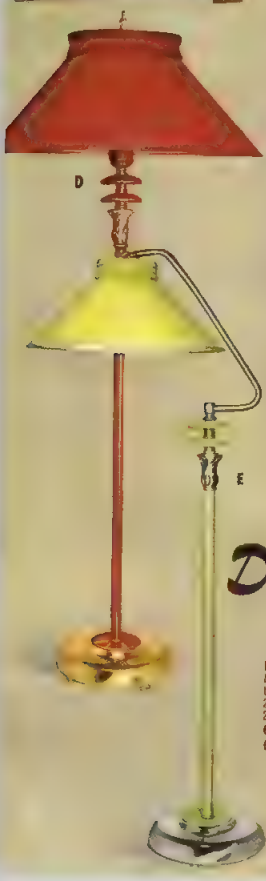




A. Modern motif "Tele-Clock" Lamp with self-starting Sessions Movement. All metal, Satin Brass finish, Indirect light. Turn-knob socket. Ul. Approved cord and plug 12" high Wt. 5 lbs.
60-1D1168 Retail **$17.95**

B. Triple-fired glazed modern American Ceramic, on hand cut wood base Hi-Gloss acquer rubbed finish. Translucent 17" tall Polyolastic shade, cleans with damp cloth 32½" high. Wt. 17 lbs
60-2D2865 Retail **$34.45**

C. Graceful as an Etched print! Triple-fired American underglazed Ceramic. Hand embossed decoration on 22 Kt. coin Gold 18" x 12" shade of Princess linen over vellum. 28" high. Wt. 8 lbs.
60-3D1278 Retail **$21.25**



D. Modern "Club" Lamp 58" high, often used in pairs. 3-way, for 100-200-300 watt lighting. Sturdy cast base, 10" diffusing reflector 26" x 10½" Shantung-over-vellum shade Companion piece to E. Wt. 26 lbs.
60-4D2275 (Red) Retail **$37.95**
60-5D2275 (Chartreuse) Retail **$37.95**

E. Bridge Lamp companion piece to D. Adjustable swivel gives you light where you want it. Push-thru socket. 19" Shantung over-vellum shade. 60" high Wt. 19 lbs.
60-6D2267 (Red) Retail **$37.75**
60-7D2267 (Chartreuse) Retail **$37.75**

A discount of 5% is allowed on six or more of each or assorted of the above lamps.

Driftwood Drama

F. Wind-tortured DRIFTWOOD—so savagely beautiful in a picture window, on a drum table or—in pairs. Hand sewn Treebark fabric 22" shades trimmed with deep nubby braid. 28½" high. Wt. 20 lbs.
60-8D2135 (Redwood) Retail **$35.75**
60-9D2135 (Saltwood) Retail **$35.75**

DECORATOR STYLED LUXURIOUS LAMPS!

G. As swirling as a Ballerina's skirt! Gay hand made turban on 18" hand sewn Celanese Taffeta shade! American Ceramic hand decorated with genuine coin Gold application. UL Approved cord and plug 26" high Wt. 17 lbs.
69-10D2564 Retail **$42.75**

H. Triple fired, iridescent lustre 22 Kt. Gold decoration entwines around column styled Ceramic base on cast metal mounting. Washable, hand sewn 17" Celanese shade. 3-way U-Lite socket, plus 8" diffusing reflector. 32" high. Wt. 19 lbs.
69-11D2395 Retail **$39.95**

I. 6-way floor lamp with genuine 5" Onyx insert in cast metal base. Mogul socket for 100-200-300 watt lighting. 10" diffusing reflector. Rich braid trim at top and bottom of hand sewn washable 19" Celanese shade. 61" high. Wt. 21 lbs.
69-12D2955 Retail **$34.25**

J. 6-way floor lamp with deeply chased base and cast metal ornaments. Genuine Silver Plate. 5" Onyx insert. 3-way mogul socket for 100-200-300 watt lighting. 3-way switch for candelabra. 10" reflector. 19" Celanese Taffeta washable shade with 3" luxurious fringe trim. 16" high. Wt. 25 lbs.
69-13D2955 Retail **$40.25**

K. All metal lamp finished in genuine Silver Plate with Gold contrast. Hand sewn and washable 15" drum shade, cut out band trim. Push-thru socket. UL Approved cord and plug. 29" high. Wt. 11 lbs.
69-14D1875 Retail **$27.95**

L. Sculptured metal ornament on heavy cast metal base makes this 6-way floor lamp a real beauty! Mogul socket for 100-200-300 watt lighting. 3 way candle lighting, 10" reflector. Silver Plate lacquered for lasting finish. 19" washable shade of Celanese Taffeta with drape trim. 61" high. Wt. 24 lbs.
69-15D3165 Retail **$52.75**

M. "American Beauty" Planter with 10" leak-proof bowl! (plants not included). Brass finish. Washable shade of plastic fabric over velum. Push-thru socket. UL Approved cord and plug. Wt. 11 lbs.
69-16D1315 (Red Shade) Retail **$21.95**
69-17D1315 (Green Shade) Retail **$21.95**

ABOUT STNOLA SHADES

STNOLA Lamp Shades are individually fashioned by top-flight stylists to complete the finest possible lamp ensembles. All fabric shades are hand sewn and washable. Vellum style shades are made of extra heavy stock—demanded by decorators for long-lasting beauty. When you buy STNOLA you buy the last word in craftsmanship, styling and loveliness!

LAMP MASTERPIECES FAMOUS FOR BEAUTY

N. Our "MASTERPIECE" -richly finished in Tiffany, Silver and Gold. 8" genuine Onyx insert set in heavy cast metal Filigree base! 10" diffusing reflector, and 3-way mogul socket for 100-200-300 watt lighting. Washable 20" shade of hand sewn Celanese Taffeta. 61½" high. Wt. 36 lbs.
60-19D3825 Retail **$62.75**

O. "MASTERPIECE" Swing Arm Bridge Lamp---companion to N above. 3-way mogul socket for 100-200-300 watt lighting. 8" reflector. Matching 18" shade 56" high. Wt. 32 lbs.
60-19D3899 Retail **$61.50**

P. Abstract design Boudoir Lamps of glazed Ceramic, 21" high Just right for end tables in smaller rooms Translucent Polyplastic shades. Available in pairs of selected colors only. Wt. 15 lbs.
60-21D1408 (Carmel) Retail Pair **$23.50**
60-21D1409 (Green) Retail Pair **$23.50**

Q. Richly glossed artistically different triple-fired Ceramic, with hand applied genuine coin 22K Gold decoration! Embossed cast metal base "Show piece" hand tailored shade of Celanese Taffeta with boucle trim Ideal in pairs. 34" high. Wt. 17 lbs.
60-22D2031 Retail **$33.85**

R. Modern free form design with smart Graphito scratch back treatment! Triple-fired lustrous Ceramic with 16" Polyplastic Doodle Decorated shade. Push-thru socket. 29" high. Wt. 12 lbs.
60-23D1269 Retail **$21.25**

S. Decorator's choice! Tailored swirl effect shade makes this a picture window "must"! Luxurious triple-fired Ceramic, 22 Kt. coin Gold trim, hand decorated floral decor, Filigree cast metal base Rich quality Celanese fabric shade feather edge trim 21" x 12" x 17". Push-thru socket. 37" high. Wt 18 lbs
60-24D3110 Retail **$51.85**

T. Combines incandescent and fluorescent lighting! 14 watt circline fluorescent tube plus 10" reflector and mogul socket for 100-200-300 watt indirect lighting. 5" genuine Onyx insert on heavy cast metal base. Genuine silver and gold finish washable Celanese 19" shade. 61" high Wt. 33 lbs. Circline Tube included.
60-25D4245 Retail **$70.75**

ABOUT STNOLA PLATING

STNOLA Lamps are smoothly and evenly electro-plated in our own modern plant with the finest Silver, Brass and Bronze. All finishes are richly lustrous and easy to keep spotlessly clean, for they are protected with "STNOLA-LAQ" to assure a lifetime of matchless beauty and service. Truly, the last word in craftsmanship, styling, and loveliness!

Stnola

FAMOUS NAME OF

LIFETIME LAMPS

U. Modern Silver Plated Torchier. Heavy cast metal base. Metal reflector filters decorative light through myriads of artistic perforations. Mogul socket, 100-200-300 watt lighting. 63" high. Wt. 18 lbs.
60-26D2346 Retail **$47.50**

V. Classic Torchier with Filagree metal band trim bowl. Antique Ivory and Gold trim finish. 100-200-300 watt indirect lighting. 65" high. Bowl 15". Wt. 22 lbs.
60-27D2295 Retail **$38.25**

W. Torchier with 5" genuine Onyx insert Silver and Gold 100-200-300 watt indirect lighting. 65" high. Bowl 18". Wt. 22 lbs.
60-28D2355 Retail **$38.25**

X. Double Swing Arm finished in Ivory and Gold Mogul socket for 100 200 300 watt lighting. 8" reflector. Washable 18" Celanese shade. 65" high. Wt. 22 lbs.
60-29D2715 Retail **$45.25**

Y. Double Swing Arm Model. Genuine Satin Silver Plate. Mogul socket for 100-200-300 watt lighting 8" bowl. Washable 16" Celanese shade. 56" high. Wt. 26 lbs.
60-30D2715 Retail **$45.25**

Z. "Every-Which-Way" all metal lamp with 15" flexible arms! Rich Satin Brass Finish 64" high (arms upright). Wt. 17 lbs
60-31D2381 Retail **$39.50**

AA. Vanity or end table lamps 21½" high. Texture glazed triple fired Ceramic. Polyplastic shades 9" deep. Push-thru socket. Sold in pairs of selected color only.
60-32D1403 (Green Agate)
Retail **$23.50** pr
60-33D1403 (Plumtone) Retail **$23.50** pr

BB. Colonial-American style all metal lamp, brass plated. Push-thru socket. Shade is grained fabric over vellum. Wt. 13 lbs. 33" high
60-34D1485 Retail **$24.75**

MILWAY, INC.... formerly Continental Distributing Co.

A year which saw the entire toy industry take another giant stride forward was capped by a Christmas season that may turn out to be the biggest on record in terms of retail sales volume. The accelerated swing toward self-service and the establishment of suburban annexes were major trends among the many apparent in 1952

By TED ERICKSON

Christmas Toy Departments

portioning the burden most fairly?

Another view promotes the desirability of imprinting or labelling all packages with an illustration of the contents. This, it is argued, would satisfy wary customers and uncertain clerks that the boxes stacked beneath the unit display contained exact duplicates of the latter. As it is now, in some stores, time is needlessly spent ripping open the package and resealing it prior to wrapping. The use of lithographing or other means of positive identification, however, raises again that question of added cost and where to "hang" it.

MORE AND MORE ANNEXES

To move from self-service to another aspect of the toy trade scene, the swing toward the establishment of suburban annexes—evident in previous years—gained noticeable momentum in 1952. With transit fares on the rise in every city of any appreciable size and traffic threatening to spill over on the sidewalks, many of the larger department stores have, admittedly, not been able to attract their proper share of the extra consumer spending money that is in circulation today. Thus, Mahomet-like, they have gone to the mountain and set up branches that are easily accessible to many of their patrons.

WHERE THE MONEY IS

Moreover, in catering to the suburbanites the stores are capitalizing on an economic revolution of sorts that has been gradually gathering strength during the last 10 years. Federal reserve reports have verified that the country's urban populations are undergoing dramatic changes, qualitatively and quantitatively. The lower-income groups are on the increase in the larger cities, while the middle-to-higher income classes, with their measurably greater buying power, continue to emigrate to the suburbs. In fact, early in the 1952 Christmas season, the Federal Reserve Bank of New York noted that although metropolitan department store volume was down in year-to-year comparisons the yet-to-be compiled data on New York's suburban annexes was expected to bring the city's overall sales figures well above the 1951 figures.

THEY STAY NEAR HOME

Another point that has been noted with respect to suburbanites is that once they have made the move, they do their best to circumvent any necessity of a trip to the "city." The family's breadwinner may *have to* commute daily but the lady of the house, when shopping chores arise, would much rather pack self and family in the car and patronize the suburban branch of a well-known store. There, she finds a place to park without difficulty—and when she makes her purchases it is very likely she will be disinclined to request delivery. "Why bother when the car is just outside?" Thus, delivery costs, which have become so high in recent years as to force stores to set higher sales price minimums on mer

. . . An Observation Tour of 14 Depts.

chandise to be sent, are significantly reduced.

Clear evidence of the value attached by store management to its annex operations was observable these past six weeks in the newspaper advertising run by New York department stores. Almost every ad placed by a store having branches carried a footnote message that the articles offered were obtainable at the annexes as well as at the main store.

THE METROPOLITAN TOUCH

This emphasis on the rising economic importance of the suburban market is not meant, however, to yield the inference that the city's "big stores" are about to become specification lists on a wrecker's quotation bid. Still the showcases of the East, the metropolitan stores and their toy departments were drawing crowds that seemed at least comparable with those of previous years.

STOCK SHORTAGES

Late ordering and the lingering effects of the steel strike were assigned the responsibility for stock shortages in various lines, many manufacturers reporting that the high volume of orders placed in August and September had taxed their facilities beyond capacity. With many stores opening their 1952 Christmas toy departments earlier than in '51, difficulties in getting orders filled were made even more troublesome. Nevertheless, and despite the traditional reluctance of big-store management to venture predictions or discuss figures, it was generally felt in most quarters that the long pre-Christmas week (the holiday fell on Thursday) would increase sales to a point superior to totals racked up in 1951.

A view of part of the new self-service section that was recently set up on the toy floor of one of New York's big department stores—Macy's. It resembles the super market of the large chains.

Stores Covered in This Report

- ABRAHAM & STRAUS
- NAMM-LOESER'S
- WANAMAKER'S
- HEARN'S
- ALTMAN'S
- MACY'S
- GIMBEL'S
- WOOLWORTH
- KRESS
- HAHNE'S, NEWARK
- KRESGE'S, NEWARK
- FILENE'S, BOSTON
- LANSBURGH BROS., WASH.
- HECHT'S, WASH.

ABRAHAM & STRAUS

In Abraham & Straus, Brooklyn, toy buyer Paul Shapiro did himself proud, as usual. His Santa Claus held court in separate quarters removed by partition from the department proper and was assisted by several helpers dressed in clown-like costume and wearing comical hats. Each of St. Nick's visitors had a free photo taken in company with the old gentleman. Extra prints were available at a price three for $? But the suggestion to purchase same was carefully devoid of any hint of sales pressure.

On the perimeter of the department, where they figured to attract cross-aisle traffic, were the extensive doll section and, of course, the inevitable model train setups.

Despite the occasional rain and general gloominess of the particular day on which the A & S department was visited, shoppers were out in reasonably good number—(the expected height of the season was also some 5-10 days away).

A top attraction here, along with Santa and the 10-cent rides aboard the "broncos" and the atomic jet space ships, was a demonstration conducted at a centrally located counter where a salesman was entertaining himself and others "firing" rubber-tipped bullets from a Keystone Frontier rifle—part of a $4.98 set.

Downstairs, on the street level, A & S had created an animated window display built around a puppet show. Needless to note, the youngsters were lined up four and five deep.

NAMM-LOESER'S

Further down the block (Fulton Street, one of Brooklyn's main shopping thoroughfares) the shopper was confronted by Namm-Loeser's and his attention undoubtedly arrested by a big three-section corner window display entirely devoted to toy department promotions. The circus theme was paramount here and, as was discovered, had been carried over into the decorations and display in the toy department as well.

SANTA AND FRIENDS

In one section of the aforementioned window a reindeer was thoughtfully engaged in writing up a Christmas list while a mechanical Santa sat nearby and jogged a pint-sized mannequin on his knee. The second section was devoted to a comical representation of a mule kicking his heels at a "misunderstood" clown. The third, meanwhile, was given over to another big-top scene involving a clown, a gentle-visaged lion and a wagon—all three in constant slow motion. Shelving carrying dolls formed the backdrop for almost the entire window and was the only "non-institutional" note to be observed.

The toy department, under the supervision of buyer Jerry Smith, who succeeded to the post when the Namm-Loeser consolidation took place, needed only sawdust and the trumpeting of

elephants to complete the circus atmosphere. The big top colors of red and gold were especially evident

Self-service was a feature here, but confined to ready-packaged dolls, games, crafts and some apparel and other lines. Several island wrapping counters, strategically spotted, were getting a brisk play from the customers.

JOHN WANAMAKER'S

Wanamaker's, New York, next stop on the tour, had inadvertently disappointed some of its patrons, particularly the small fry, when it was decided to omit the perennial overhead train ride this past Christmas. Otherwise, the second-floor holiday toy department was unstinting in its appeal. Self-service—in full force—was complemented by the presence of a toy consultant whose name, Eleanor Knowles, is undoubtedly familiar to readers of this magazine. Shoppers in search of "just the right thing for a boy or girl age—" put their problem squarely up to Miss Knowles. And she, with her long and varied experience in toy merchandising, was able, almost entirely without exception, to produce a solution.

HEARNS, MANHATTAN

At the next point, Hearn's, in Manhattan, several of the toy windows were thematically keyed to Arabian Nights stories. In one, Ali Baba was putting his magic to work, opening the famous treasure cave; another showed the Magic Carpet in motion. These, however, were only background for the profuse collection of toys of all description that covered practically all available display area in the windows.

In a four-section window about 40 feet long, Hearn's bowed to practical

A part of the interior toy display for Christmas 1952 at Gimbel's New York. The section shown here was devoted to a special promotion tying in the store and "Woman's Home Companion."

custom with a lengthy, intertwining American Flyer layout. Even at 10:30 of a Monday morning the crowds had collected to watch the trains coursing through and around the elaborate display.

In the store's Toy World the broadly inclusive self-service policy instituted in 1952 was strikingly evident. The card slogans reading "Serve Yourself and Save" confronted the shopper at every turn. Pyramid-shaped signs suspended over the counters announced the merchandise to be found in the different sections, and conveniently spotted checkout aisles clearly guided the shopper through the self-service procedures. Only bulky and the more highly priced items were being sold in the traditional "Can I Help You, Please?" fashion. And though a few of the unit displays and stock beneath them showed the harmful effects of overhandling here and there, the general appearance was one of neatness and order.

The chief attractions buyer Victor Matchak had on hand to entertain the small fry were concentrated more or less in one area which housed Santa Claus, a 24 cent surprise package counter, a merry-go-round and a boat ride. Tickets to the two rides sold at 15 cents a pair.

ALTMAN'S

Altman's, Fifth Avenue and 34th Street, used a series of make-believe railway cars with cut away side panels to display their toys in windows on the 34th St. side. Window I led off logically, with a locomotive. Stuffed bears at keys manned the controls and cared for the engine's oiling requirements. The second and third windows featured dolls

Altman's holiday toy department featured a 440 square foot Lionel model railroad patterned after N. Y. Central.

and soft toys, respectively, while the fourth was a catch-all for an attractive assembly of wheel goods, games, gun and holster sets, push and pull toys and others.

The train theme in the windows was tied in with a 440-square-foot Lionel model railroad layout located immediately within the entrance to the sixth floor Toy Fair, the store's appellation for its holiday toy department, opened November 1.

AMONG NEW YORK'S FINEST

This suburban system layout, seven months in the planning and construction, was adjudged to be one of the finest of its kind on display in the city Built entirely to scale and modeled after N. Y. Central trains and stations, it was surrounded by a platform several feet high which afforded the Fair's young visitors a good, wide-angle view of all the activity. In keeping with the railroad atmosphere, Santa Claus was headquartered on a simulated observation car platform adjacent to the layout.

To the rear of the train display was the heart of the department. The good taste apparent in the decorations and arrangements came as no surprise to those familiar with Altman's and toy buyer Edna Cronin's approach to the merchandising of toys. The end wall and parts of the two side walls were taken up with glass covered cases containing all makes and varieties of dolls. Over the cases, Altman's had constructed make-believe roof tops, all colored in soft pastel shades. These made an especially attractive blend with the bark shaded pillars laced with frost-covered "branches."

R. H. MACY'S

Several city blocks away from Altman's came Macy's and the fabulously large and heavily stocked holiday toy department typical of this mammoth store. There was no hint here that volume was on the move to the suburbs—not if the absence of elbow room early in the Christmas shopping season was any kind of index.

In one section buyer John Griffin had located a series of self-service step-shelved counters, Placed behind glass, the unit displays enjoyed a protection that other stores might well institute in imitation The types of toys appearing on these counters were mostly games, educational items, blocks and others whose boxes clearly and colorfully indicated their contents. Nearby were two island checkout counters with two wrappers and two cashiers at each One was designated as the "carry" counter, the other as "delivery."

The department, otherwise, remained in the Macy tradition: trimmings were subordinated in the store's enthusiasm for selling as many people as many things as possible And just that was happening. Noted midst the 12-ring circus hubbub of activity was an area set aside for "bronc busting" wherein a Western-attired salesgirl supervised youngsters who were mounted aboard wooden horses that bucked in true rodeo style; a demonstrator who was having a fine time manufacturing one-dollar bills with Macy's Magic Bar; a cash-and-carry counter replete with under $1 items; a young lady showing a group of parents and children the art of using Nappy Art; a counter where a demonstrator busied himself with Gillmore Sales' Flying Helicopters, 97-centers that were selling rapidly; a one-wall display of Lionel, American Flyer and Marx trains; 49-cent "surprise packages"; and a doll counter captioned "The World's Largest Assortment . . ." over which a concealed, endless belt transported packaged dolls dressed to the nth; and the Fun House Mirror.

Relegated to a separate section two floors up, in the rug department, was St Nick himself, with a line waiting to see him that must have been a good mile long

GIMBEL'S

Gimbel's was on tap this past season with an unusual corner window that featured a snow-covered rooftop, dormers and a bright red chimney. And, as advertised by a sign, Santa Claus appeared every 15 minutes and shot down the chimney, an operation calculated to excite even the most blase of small window watchers.

Another window—and a counter in the department itself—was based on a *Woman's Home Companion* article describing a number of toys which that magazine deemed desirable and fitting for Christmas purchase.

The toy department paralleled in its brightness and color splash anything to be found in the city. Enthusiasm and order were combined in the displays and decorative effects—no mean accomplishment. As was the case with Macy's, the area devoted to playthings was on a huge scale.

DEPARTMENT FEATURES

Among the many highlights were the following: a long counter devoted to dolls backed with panels inscribed with nursery rhymes, and a stuffed polar bear, elephant and camel, all in motion and standing on counter platforms that were higher than eye level—thus making them visible from almost every point on the floor.

Santa Claus and his team of live reindeer were a floor away, located, like Macy's Santa, in the rug department. Both stores apparently operated on the theory that the tremendous traffic generated by the St. Nick attraction could best be handled in a normally lightly-travelled section of the store.

Next on the tour agenda were two of the city's leading chain outlets, Woolworth's and Kress' stores at 5th Avenue and 38th Street. Each devoted about six counters to toys, which are every year developing into a more important and profit-producing category for the chains. And in both outlets, the continuing inclination of chain management to stock the better and more expensive items, which have historically been the province of department and specialty stores, was obvious to anyone glancing at the displays. The Susan Stroller and Saucy Walker dolls, priced at $12.95 and $15.95, respectively, were standout examples of this trend.

NEWARK DOINGS

Over at Kresge's, Newark, N. J., buyer Anthony Girardi was accorded floor space comparable with last year's and opened his holiday toy section November 15. Contacted, he noted that he expected '52 volume to be up from 1951. Top attractions for the small fry here were provided in the form of a space ship ride and electrical train layouts.

At Hahne & Company, in the same city, toy buyer Lloyd S. Young opened his toy department at an early date—October 31st. He, too, predicted higher sales figures this year than last.

WASHINGTON AND BOSTON

Further out of New York, in Washington, D. C., at Langsburgh's, buyer Al Lowen had featured among many other lines a plastic miniature transportation set which included 12 horses, six drivers, a covered wagon, another wagon and a stagecoach. The horses clipped snugly into their places.

Mr. Lowen situated his Santa in front of a bright red background sparkling with tinsel and Christmas tree trimmings.

Also in Washington, Hecht's kept their three stores (Washington, Silver Spring, Md., and Arlington, Va.) open two to three nights a week for evening shoppers.

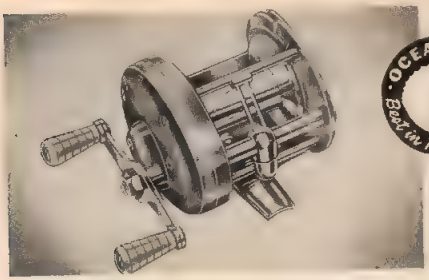
The Washington outlet's Santa left no doubt as to his function at Christmas: he was literally surrounded with toys of every description.

In Boston, Filene's, with branches in Wellesley, Winchester and Belmont, stayed open two nights a week. Like that of the Washington stores, this policy was in contrast to the situation in New York where many of the stores kept the doors open most every night in the two weeks before Christmas.

NEW
VESPA

Castelli
F. C. Castelli Co.

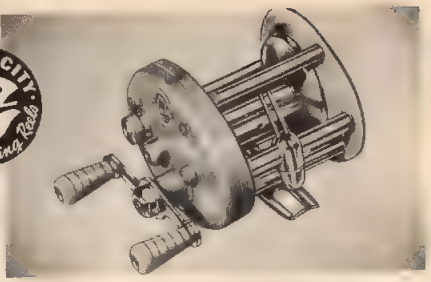
Castelli
METAL TOYS



OCEAN CITY "2000" LEVEL-WIND REEL

A matchless reel proven in general service and in tournaments. Features a tough, rigid, 1-piece frame of lightweight Zephaloy and Smoothkaster anti-backlash casting control. Equipped with enclosed, dirt-protected level-wind unit; outside oiling; self aligning bearings; lightning fast Zephaloy spool. Anodized forest green finish frame with chrome trim. Gear ratio: 4-1. Complete with chamois reel bag. Spool dia. 2", pillars 1⅛" long Capacity: 100 yds. 15-lb. test silk or Nylon line. Wt. 6 ozs

32R4113-1500.....Retail $25.00



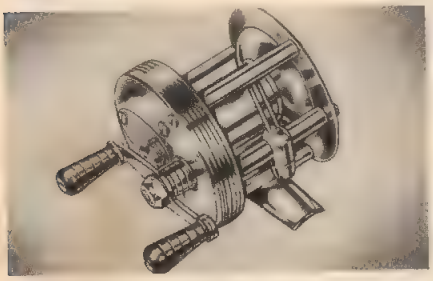
OCEAN CITY "1950" LEVEL-WIND REELS

A streamlined Zephaloy lightweight featuring calibrated wheel anti-backlash control. On-off click, self-lubricating bearings and Zephaloy spool with large arbor. Spool dia. 2", pillars 1½" long. Holds 100 yds. 15-lb. test silk or Nylon line. Wt. 5 ozs.

32R4114-750—"1950" Reel.....Retail $12.50

As above, but larger: 2" dia. spool, 2" long pillars. Holds 150 yds 15-lb., 100 yds. 25-lb. test silk or Nylon line. 6¾ ozs

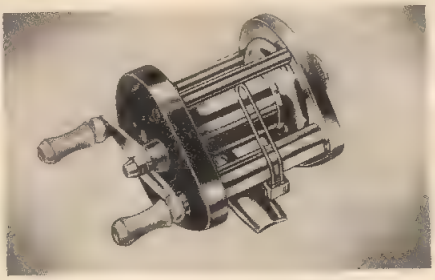
32R4115-990—"1950W" Reel.....Retail $16.50



OCEAN CITY "1825" LEVEL-WIND TOURNAMENT REEL

The lightweight champion -ideal for tournament casting. Made of Zephaloy, featuring a spool and level-wind mechanism to which extreme care has been paid to guarantee trouble-free performance and positive casting accuracy. Equipped with left cap adjustment for controlling spool end play, self-lubricating oilite bearings and on-off click drag control. Gun metal finished frame. 4-1 gear ratio. 2 3/16" spool dia., 1 13/32" long pillars Capacity: 50 yds. 15-lb. test silk or Nylon line. Wt. 4⅛ ozs.

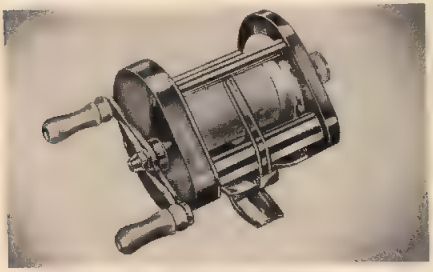
32R4117-570.....Retail $9.50



OCEAN CITY "1600" LEVEL-WIND REEL

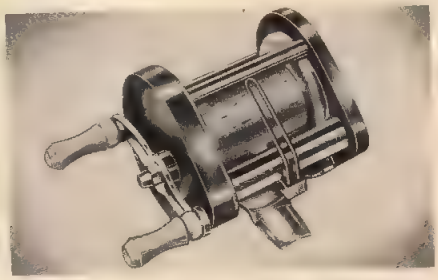
A sensational all-metal reel in the moderate price range featuring a level-wind unit with a protective cap and a trouble-free hardened steel pawl. Equipped with anti-backlash casting control; aluminum sideplates smartly finished in forest green; self-lubricating oilite bearings; on-off click drag button and lightweight, true-running spool with a large arbor and aluminum flanges. Gear ratio: 4 to 1. Spool dia., 2⅛", pillar length 1 25 32". Holds 100 yds. 15-lb. test silk or Nylon line. 7 ozs.

32R4119-357.....Retail $5.95



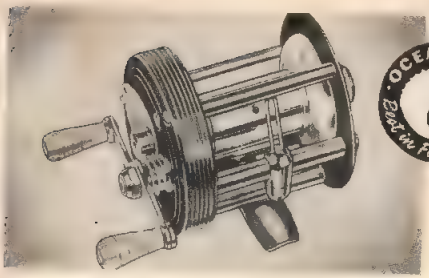
OCEAN CITY "1591" LEVEL-WIND REEL

A popular reel featuring streamlined sideplates. It's equipped with anti-backlash casting control; an aluminum-flanged spool with removable split cork arbor; oilite self-lubricating bearings; a level-wind unit with cap-protected pawl and chrome plated fittings. Gear ratio is 4 to 1. Has a spool 2¼" in diameter and pillars



OCEAN CITY "1581" LEVEL-WIND REEL

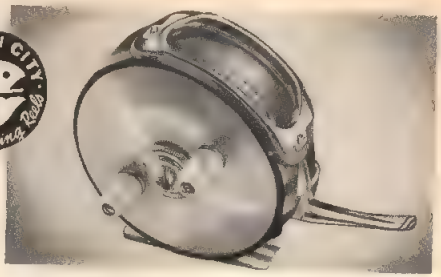
One of the most satisfactory baitcasters in the nation for its price. It features a streamlined tear-drop design Equipped with a smooth-running level-wind mechanism; a sturdy frame with spool and all exposed metal parts heavily chrome-plated; a removable split cork arbor; silky gears and an on-off click drag button. Gear ratio: 4 to 1. Spool dia. 2⅛", pillars 1 25/32" long.



OCEAN CITY "1850" LEVEL-WIND REEL

A popular reel featuring lightweight Zephaloy construction and the famous Smoothkaster anti-backlash device. It has self-lubricating ollite bearings, a convenient click drag and a smooth level-wind mechanism that's fully enclosed for protection from dirt. Its head cap and tail plate have an attractive gun metal finish. With an efficient 4-to-1 gear ratio Spool diameter is 2 3/16" and pillar length 1 25/32". Line capacity: 100 yds. 15-lb. test silk or nylon line. Its weight is only 6 ounces.

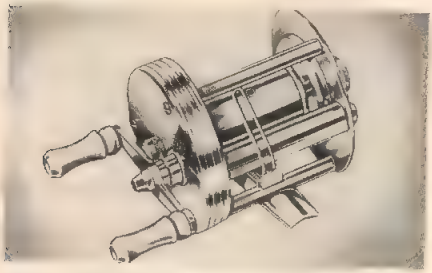
32R4116-597.....Retail $9.95



OCEAN CITY "90" AUTOMATIC FLY REEL

This revolutionary new reel combines features of automatic and single action fly reels. A sturdy, one-piece die-cast aluminum frame and lightweight, large arbor aluminum spool give it single action weight; its high quality steel spring gives it the smooth, quick line retrieve of expensive automatic reels Has an offset reel stand, 1-screw take-down, precision hobbed gears housed within frame and a comfortably positioned trigger. 3⅛" dia. spool, 1" long pillars, 10-oz. wt. Line capacity. 80 yds.

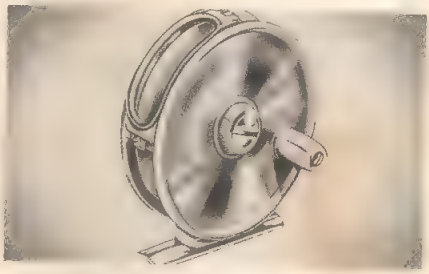
32R4122-750.....Retail $12.50



OCEAN CITY "1800" LEVEL-WIND REEL

A really rugged reel built to take years of fishing and abuse. Made of brass, beautifully finished and heavily chrome-plated. It's equipped with a strong, lightweight Zephaloy spool with a large arbor and the famous Smoothkaster anti-backlash control, self-lubricating ollite bearings and an on-off click drag control. With an efficient 4-to-1 gear ratio. It has a spool diameter of 2 3/16" and a pillar length of 1 25/32". Line capacity: 100 yds. 15-lb. test silk or nylon line. Weight: 8 ounces.

32R4118-477.....Retail $7.95



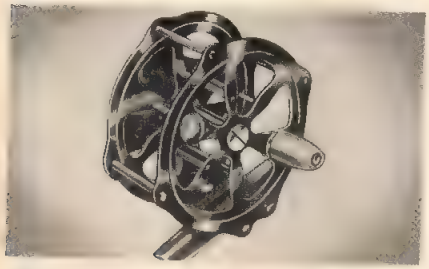
OCEAN CITY "PLYMOUTH" SINGLE ACTION FLY REELS

Gun metal finish aluminum. Converts to right or left hand use by relocating line guide. Features "duo-drag": adjustment knob on right sideplate operates a silent drag; button on left sideplate provides an on-off click drag. No-tool take-down. Spool dia. 2 21/32", pillars 11/16" long. Holds 60 yds. line 5 ozs.

32R4124-357—Plymouth "76" S.A. Reel.....Retail $5.95

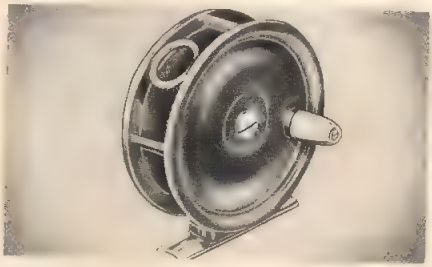
Larger model—100 yds. line capacity, 6 ozs. wt., ¾" spool dia

32R4123-450—Plymouth "77" S.A. Reel.....Retail $7.50



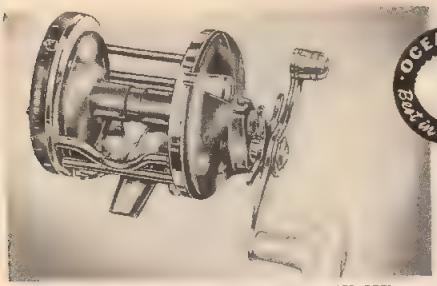
OCEAN CITY "61" SOLITE SKELETON FLY REEL

An inexpensive reel for beginners and veteran anglers who prefer skeleton reels. It has unusual rigidity and strength. With 1-screw take-down, counter-balanced eccentric crank with a marbleized white plastic grip, an on-off click drag, reversible action for right or left hand use. Open arbor and sides allow fast line drying. Dull black finish. Diameter of spool, 2¾"; of arbor,

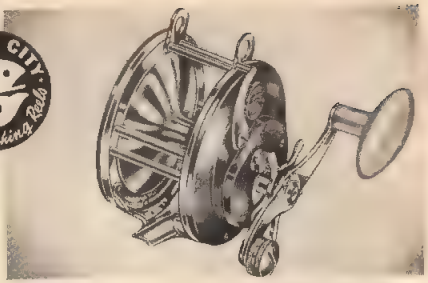


OCEAN CITY "35" WANITA SINGLE ACTION FLY REEL

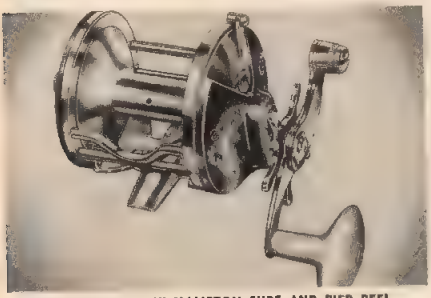
Built of lightweight durable aluminum alloy with good looking dull black finish. It features a 1-piece spool for quick take-down tools not needed, a coin will do) and smooth-turning action. Fitted with Ocean City's exclusive "duo-drag": silent drag adjustment knob on the right sideplate and sliding click button for remov-



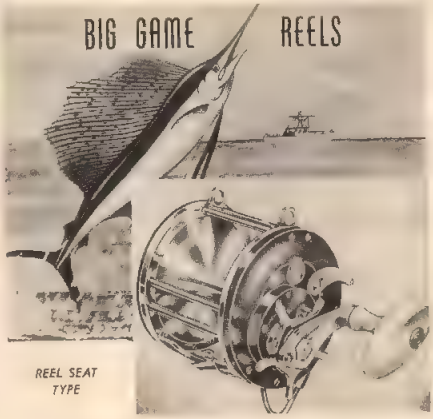
OCEAN CITY "950" INDUCTOR SURF AND PIER REEL
Utilizes magnetic induction—a sliding button on rim actuates a cam which controls the gap between magnets and a copper disc—increasing or decreasing the brake effect. With metal reinforced textolite spool and sideplates, 1-screw take-down, synchro-mesh gears, self-lubricating bearings, free spool, saddle thumb bar, torpedo handle with screw lock-wrench and bar-type reel clamp. Spool dia. 2¾"; arbor dia. 21/32"; pillar length 2 7/16". Holds 200 yds. No. 9 or 27-lb. test line. Weighs 18 ozs.
32R4139-1500 .....Retail **$25.00**



OCEAN CITY "603" LIGHT TACKLE GAME FISH REEL
A reel especially designed for light tackle sailfish and marlin fishing. It features an extra strong spool of special forgings, sideplates reinforced with chrome-plated brass rings; a smooth cup-type star drag with multiple washers made of brake lining, synchro-mesh gears; self-lubricating oilite bearings; and free spool action. With outside oil ports for easy lubrication and a comfortable plastic torpedo handle with a combination handle-screw locking wrench. Line capacity: 500 yds. No. 9 thread.
32R4081-1290 .....Retail **$21.50**



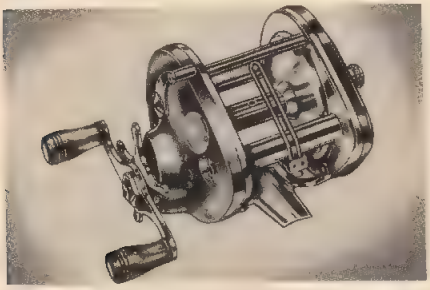
OCEAN CITY "993" HAMPTON SURF AND PIER REEL
A popular wide spool reel featuring one-screw take-down, anti-backlash control and a lightweight Zephalloy spool. It has oilite self-lubricating bearings, free spool action, smooth star drag, saddle thumb bar, torpedo handle with combination handle screw locking wrench, metal-reinforced bakelite sideplates and bar-type reel clamp. Supplied complete with extra spool. Gear ratio: 3-to-1. Spool diameter is 2⅝", pillar length is 2 5/32". Capacity, 200 yds. No. 9 or 27-lb. test line. Weight: 16¼ ozs.
32R4130-900 ..... Retail **$15.00**



OCEAN CITY BIG GAME FISH TROLLING REELS
Relative newcomers to the famous Ocean City line, these standard reel seat big game reels have already met with year-around demand from big game fishing areas. They feature bakelite sideplates reinforced with heavily chrome-plated brass rings; outside oil ports for easy lubrication; smooth, long-lasting oilite self-lubricating bearings; powerful, silky-smooth cup-type star drag, replaceable in 2 minutes without disassembly; tough drag washers made of brake lining; strong synchro-mesh gears, always in mesh and nearly impossible to strip; and extra-sturdy spools of special forgings built to withstand terrific tensions. They are equipped with strong handles with comfortable torpedo knobs of strong plastic and patented combination handle screw lock wrenches. Quoted capacity on all reels listed below is in No. 9 thread or 27-lb test line.

Equipped with harness links and bar-type reel clamp with long-barrelled wingnuts. Holds 400 yds. No. 9 or 27-lb. test line.
32Y4163-1350—4/0 Size.....Retail **$22.50**

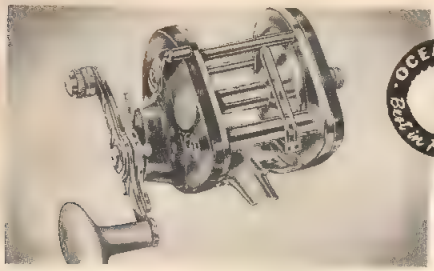
As above, but with hex nuts and an open-end wrench.
32Y4164-2010—6/0 Size, cap. 600 yds.....Retail **$33.50**

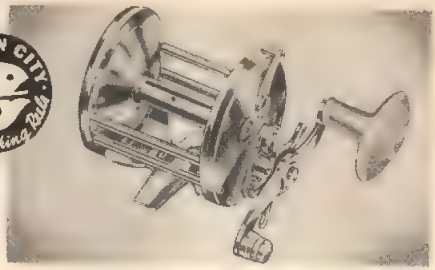


OCEAN CITY "925" TOPSAIL LEVEL-WIND REEL
A large capacity, level-wind reel for all-around fishing. Features anti-backlash casting control, synchro-mesh gears, removable line guide unit and chrome plated spool. Gear ratio: 3-to-1. Equipped with salt water reel seat. Has star drag with throw-off free spool lever for reversible action, double handle plastic grips and

As above, but with a rod brace and an open-end wrench.
32Y4165-2310—8/0 Size, cap. 900 yds.....Retail **$38.50**
32Y4166-3300—10/0 Size, cap. 1000 yds.....Retail **$55.00**
32Y4167-4050—12/0 Size, cap. 1200 yds.....Retail **$67.50**

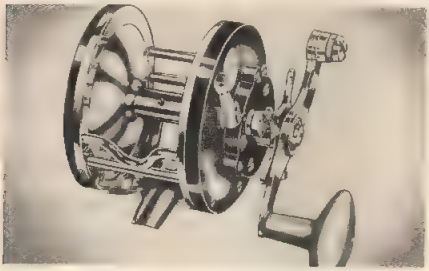
As above, but with 2 rod braces and an open-end wrench.





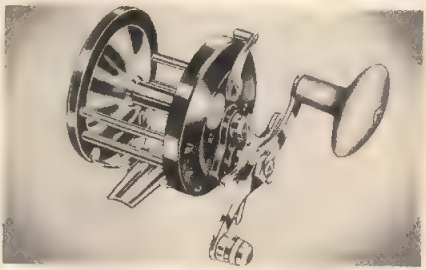
OCEAN CITY "TOPSAIL" LEVEL WIND REELS

Large capacity level-wind reel for all-around fishing. Has anti-backlash control, synchro-mesh gears, removable line guide and worm. With salt water reel seat, chrome-plated free spool, star drag and torpedo handle. 3-1 gear ratio. 2¾" spool dia., 2 5/32" pillars. Holds 250 yds. No. 9 or 27-lb test line Wt. 18.6 ozs.
32R4127-597—"923" Topsail Reel.....Retail $15.95
Smaller model—1 25/32" pillars. Holds 200 yds. line. 17.8 ozs.
32R4126-837—"922" Topsail Reel.....Retail $13.95



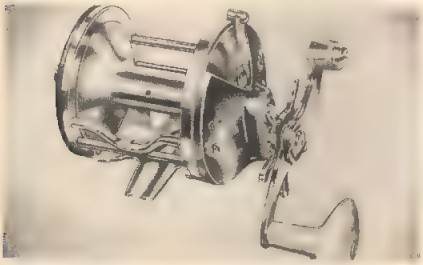
OCEAN CITY "112" BAY CITY TROLLING REEL

The most popular star drag reel ever built for general salt water use or for deep fresh water trolling. Equipped with strong, smooth gears, self-lubricating bearings, a heavily chrome plated spool, metal reinforced bakelite sideplates, a saddle thumb bar, an automatic free spool lever and a torpedo handle with a combination handle-screw locking wrench. With 2¼-to-1 gear ratio. Spool has 3¼" diameter, pillars are 1 13/16" long. Capacity: 250 yds No. 9 or 27-lb. test line. Weight. 20 ounces
32R4129-597.....Retail $9.95



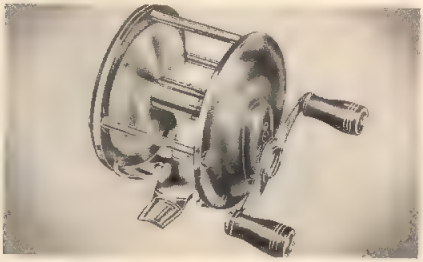
OCEAN CITY "981" ST. LUCIE TROLLING REEL

A sturdy, durable and surprisingly lightweight free spool reel made for light tackle and bay use—popular for trolling in salt or fresh water. A star drag model reel, it's fitted with an automatic free spool lever, a chrome-plated spool, self-lubricating oilite bearings, synchro-mesh gears and a torpedo handle with a combination handle-screw locking wrench. It has a gear ratio of 3-to-1, a spool diameter of 2⅝" and pillars 1 25/32" long. Capacity. 150 yds No. 9 or 27-lb. test line. Wt. 13¼ ozs.
32R4138-450.....Retail $7.50



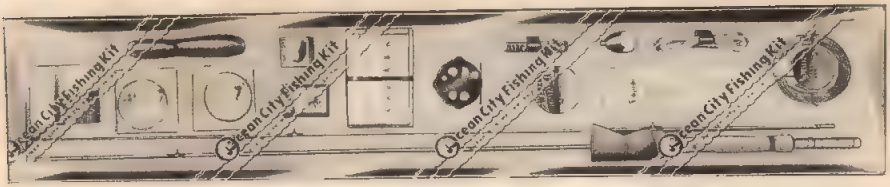
OCEAN CITY "994" HAMPTON SURF AND PIER REEL

A wide spool anti-backlash reel with lightweight Zephaloy spool. Features 1-screw take-down. Has star drag, free spool, self-lubricating oilite bearings, automatic free spool lever, saddle thumb bar, torpedo handle with combination handle-locking screw wrench, bar type reel clamp and metal-reinforced bakelite sideplates. 3-to-1 gear ratio. 2⅜" dia. spool, 2 7/16" long pillars. Holds



OCEAN CITY "930" SEALAKE TROLLING REEL

An economical new reel for light sea or lake trolling. It features triple multiplying synchro-mesh gears that are always in mesh. It's equipped with durable plastic double crank handle grips, handsomely streamlined bakelite sideplates and heavily chrome-plated exposed metal parts, including the spool. Has a spool diameter



OCEAN CITY 26-PIECE SPORTSMAN'S FLY ROD OUTFIT

This fine fly rod outfit includes all necessary tackle at an ideal price—complete in every detail. Contains nationally advertised items. Features a Montague 7½' split bamboo 2-piece fly rod, having steel snake guides and steel pear-shaped tip top, nicely wound, and Ocean City's "61" skelton fly reel. Also cloth rod bag. Has 25-yard coil E level amber colored line, 28-lb. test; (3) snelled hooks; packet of loose hooks; stringer; scaler; twiston sinkers, leaders, one each of 6' level 6-lb. test and 7½' tapered 4X; can of fly line dressing, dry fly dressing in brush applicator tube; 12 assorted wet and dry flies, and plastic float. Purple and gold display box doubles as a shipping carton.

32M1062-1000 ..... Retail $20.00

OCEAN CITY 26-PIECE SPORTSMEN'S BAITCASTING OUTFIT

Appeals to all fisherman—young or old. Baitcasting outfit contains nationally advertised products. All basic tackle plus extras Contains Montague white solid glass 4½' rod with two Resisto guides and Resisto guarded top; aluminum offset detachable grip. Ocean City's "1581" level wind reel with removable cork arbor. Also 50 yds. of braided Du Pont nylon line, 15-pound test. Packaged in gold and purple container with cellophane dust-protecting cover. Has weedless spoon; float; red and white surface lure with grooved head and 2 treble hooks; 12-piece sinker assortment; knife with serrated scaler blade and non-slip handle; 30' of 10-lb. test leader material in "cut-off" dispenser

32M1061-750 ..... Retail $15.00

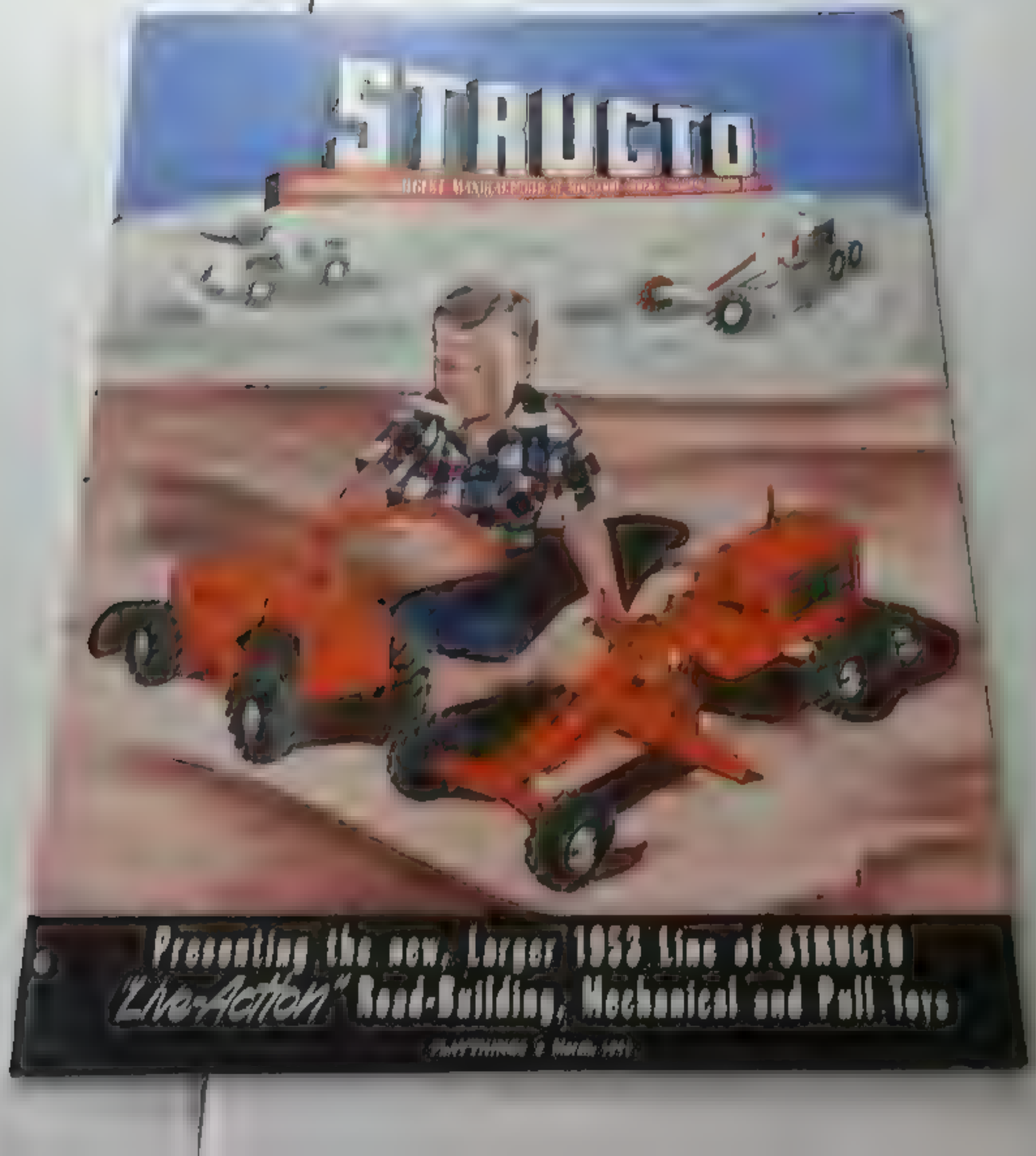
OCEAN CITY 15-PIECE CASTING OUTFIT

Two-piece steel casting rod with deluxe offset handle. Ocean City's "1581" level wind reel with removable cork arbor. Has 100' coil line, 18-lb. test. Red and white surface plug with treble hook; spear pointed six eyed hooks, size #8; 3 snelled hooks; red and white spoon, treble hook; large float; nice assortment of quality split shot. Packaged in display box with a gold colored tray and a cellophane dust cover. Items securely packed.

32M1060-473 ..... Retail $9.45

OCEAN CITY 11-PIECE YOUTH'S FISHING OUTFIT

Popular, inexpensive fresh water fishing outfit—appeals to the young fishermen. Features a solid spring steel rod, silvered, with metal tip top. Nickel-plated reel with click drag. Has 50' colored tray—contents securely fastened down. Complete new line of outfits for '53 Sealed with dust-proof cellophane covering.


STRUCTO
Presenting the new, Larger 1953 Line of STRUCTO
"Live-Action" Road-Building, Mechanical and Pull Toys

Please Note Packing:

No. 300 Road Grader	No. 310 (New!) Structo Rocker

No. 320 (New!) Bottom Dump	No. 330 (New!) Structo Scraper	No. 340 New!! STRUCTO End-Loader	No. 407 (New!! Combination
			Truck
			Steam Shovel

America's Most Advanced Steel Model Trucks

for Farm Fun with American Boys

Toys to
Child Specifications!

"Live-Action" Engineered!
The Safest Toys for American Boys

No. 601 MOTOR EXPRESS TRUCK

No. 605 SHOVEL DUMP TRUCK

Please Note Packing:

No. 500
Dairy Truck

No. 601
Motor Express Truck

No. 603
Package Delivery Truck

Color: White Cab, Orange Body, Red Wheels, Black Chassis. Body has removable roof and sliding doors. A popular, fast-profit favorite. It's built to last a child-time of hard play. Approx. shipping wt., doz. 36 lbs.
L 13", W 5 5 8", H 5"

No. 605
Shovel Dump Truck

Color: White Cab, Blue Body, Red Wheels, Black Chassis. Body has removable roof and sliding doors. A popular, fast-profit favorite. It's built to last a child-time of hard play, any boy. "Live-Action" engineered by Structo for maximum play-value. Approximate shipping wt., doz. 3[illegible]
L 12 3 4", W 5-5 8 H 5"

DIE-CAST ALUMINUM CABS AND CHASSIS

No. 702 STEEL CARGO TRAILER

Please Note Packing: All toy motor carriers

No. 700
Transport Trailer

Color: White Cab, Red Trailer, [illegible] Floating tandem dualis [illegible]
L 2 3 8" H 5 5 8" H 7 8"

No. 702 (New)
Steel Cargo Trailer

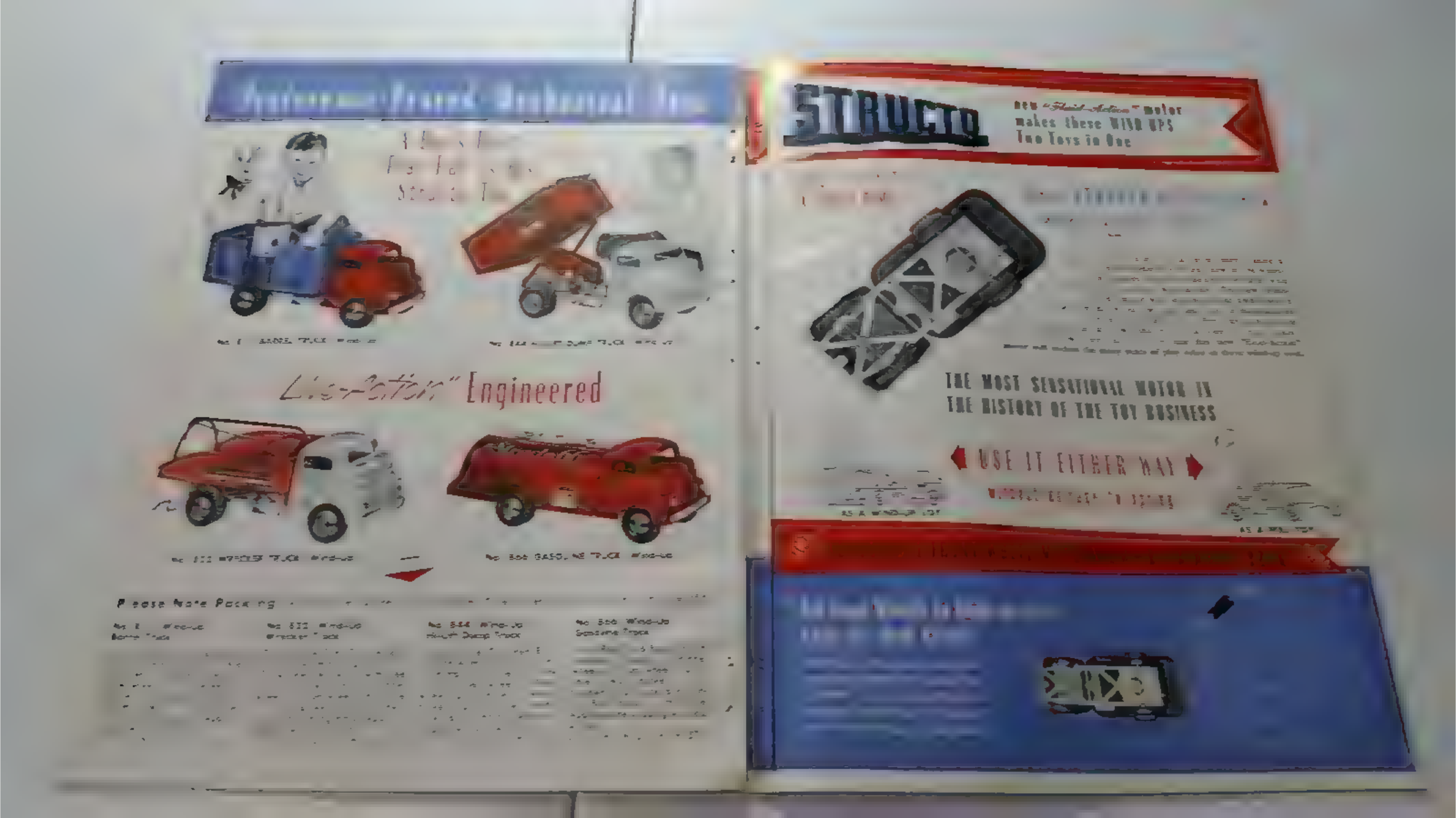
Color: White [illegible] Red [illegible] Roller-bearing spring wheels [illegible] 14 rubber wheels [illegible]

No. 704 (Completely New)
Grain Trailer

[illegible]

No. 706 (New)
Cattle Trailer

[illegible]

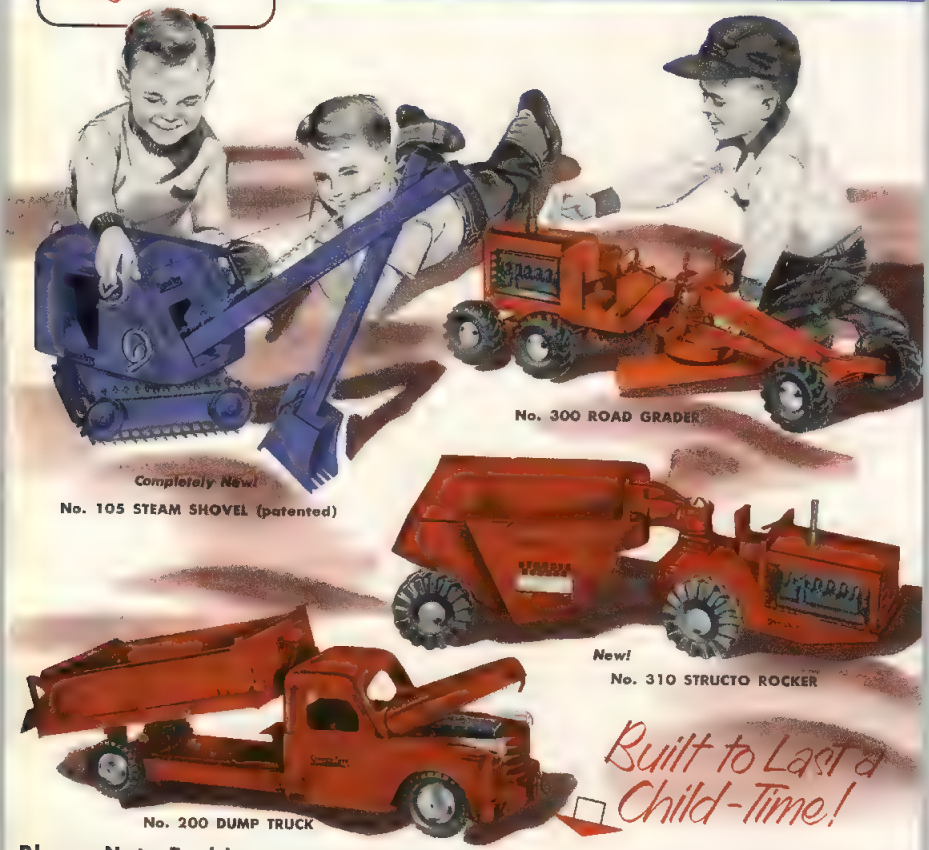

STRUCTO
THE MOST SENSATIONAL MOTOR IN
THE HISTORY OF THE TOY BUSINESS
USE IT EITHER WAY
Engineered
Please Note Packing

STRUCTO MANUFACTURING CO.
MAIN OFFICE AND FACTORY • FREEPORT, ILLINOIS
NEW YORK OFFICE • ROOM 532, 200 FIFTH AVE., BLDG.

STRUCTO
AMERICA'S LARGEST MANUFACTURER OF MINIATURE TRUCKS AND ROAD-BUILDING TOYS
Presenting the new, Larger 1953 Line of STRUCTO
"Live-Action" Road-Building, Mechanical and Pull Toys

Packed with Play Value!

CHILD-APPEALING STRUCTO



Completely New!

No. 105 STEAM SHOVEL (patented)

No. 300 ROAD GRADER

New!

No. 310 STRUCTO ROCKER

No. 200 DUMP TRUCK

Built to Last a Child-Time!

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 105 *(Completely New!)* Steam Shovel

Color Blue . . . Two cranks control automatic unloading of shovel and raising and lowering of boom . . . Cab revolves . . . Heavy-duty rubber tractor treads. Feature this fine new Structo Steam Shovel for fast sales. Approx. shipping wt., doz. 42 lbs.
L. 26-1/2", W. 6-5/8", H. 8"

No. 200 Dump Truck

Color: Red . . . Body raises and unloads automatically . . . hood raises revealing "Fireball" motor . . . Rubber wheels. Withstands abuse and rough handling. An accurate scale model of its real-life counterpart. Order today. Approx. shipping wt., 57 lbs.
L. 20", W. 6-3/4", H. 6-1/4"

No. 300 Road Grader

Color: Orange . . . Front wheels steer . . . Scraper blade rotates, raises, lowers, tilts . . . 6 heavy-duty rubber wheels . . . Floating tandem rear wheels . . . Realistic "Diesel" motor. Ruggedly constructed of 14, 16 and 22 gauge steel. Approximate shipping wt., doz. 61 lbs.
L. 18", W. 7", H. 7-1/2"

No. 310 *(New!)* Structo Rocker

Color: Red . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Rocker body to tractor . . . Crank-operated winch raises and lowers body . . . A must for the junior road builder. Approx. shipping wt., doz. 61 lbs.
L. 20", W. 6-1/8", H. 6-5/8"

ROAD-BUILDING TOYS

Accurate Scale Models of Real Equipment

America's Finest "Quality-price" Line of Scale Model Toys

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 320 *(New!)*
Bottom Dump

Color: Orange . . . Sturdy construction throughout . . . Extra large heavy-duty rubber wheels . . Realistic "Diesel" motor . . . Universal coupler connects Bottom Dump body to tractor . . . Crank operated trip opens dual bottom door for unloading trailer. Approx. shipping wt., doz. 67 lbs.
L. 21-5/8", W. 6-3/8", H. 6-5/8"

No. 330 *(New!)*
Structo Scraper

Color: Red . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Universal coupler connects Scraper to tractor . . . Adjusting screw raises and lowers blade . . . Crank operates mechanism for loading and dumping or spreading load. Approx. ship. wt., doz. 75 lbs.
L. 22", W. 7", H. 6-5/8"

No. 340 *(New!)*
STRUCTO End-Loader

Color: Orange . . . Sturdy construction . . . Extra large heavy-duty rubber wheels . . . Realistic "Diesel" motor . . . Bucket raises over 10-1/2" by screw-type crank . . . Load held in any position . . Trip lever for unloading and latching of bucket. Approx. ship. wt., doz. 56 lbs.
L. 15-1/4", W. 6-1/8", H. 6-3/4"

No. 402 *(New!)*
Combination

Truck — Color: Orange . . . Removable loading skid . . . crank operated winch with steel chain . . . Hood raises revealing "Fireball" motor . . . Rubber wheels.
L. 21-1/2", W. 6-3/4", H. 6-1/4"
Steam Shovel — Completely new . . . Same as the No. 105 . . . Both toys packed as one unit. Approx. shipping wt., doz. 91 lbs.

Structo's Fleet of Scale-Model Trucks

They're

"Child-Conditioned"

No. 500 UTILITY TRUCK
(patents pending)

NO. 603 PACKAGE DELIVERY TRUCK

"Live-Action" Engineered!
The Safest Toys for American Boys

No. 601 MOTOR EXPRESS TRUCK

No. 605 SHOVEL DUMP TRUCK

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 500
Utility Truck

Color: Red Cab and Bucket, White Body . . . Travel bucket raised by crank . . . Top opens automatically to allow bucket to dump load . . . Truck also dumps . . . Rubber wheels . . . Hood raises revealing "Fireball" motor. Approx. shipping wt., doz. 75 lbs.
L. 21-1/2", W. 6-1/2", H. 7-3/8"

No. 601
Motor Express Truck

Color: White Cab, Red Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels. A proven sales-maker that's a scale model of the real truck. Order today. Approx. shipping wt., doz. 35 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

No. 603
Package Delivery Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels. A popular, fast-profit favorite. It's built to last a child-time of hard play. Approx. shipping wt., doz. 36 lbs.
L. 13", W. 5-5/8", H. 5"

No. 605
Shovel Dump Truck

Color: White Cab, Blue Body, Natural Aluminum Chassis . . . Body raised by crank . . . 6 rubber wheels. A splendid toy for any boy. "Live-Action" engineered by Structo for maximum play-value. Approximate shipping wt., doz. 33 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

Are Favorites with American Boys

No. 700 TRANSPORT TRAILER

Completely New!
No. 704 GRAIN TRAILER

Sliding Door Lifts Up to Unload Grain

New!
No. 708 CATTLE TRAILER

New!
No. 702 STEEL CARGO TRAILER

DIE-CAST ALUMINUM CABS AND CHASSIS...

HEAVY GAUGE STEEL BODIES

Please Note Packing: All toys master cartoned ... 6 to a master. Orders accepted on all items only in multiples of 6.

No. 700
Transport Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis ... Rear doors open ... Trailer reinforced 14 gauge stakes ... Retractable dolly wheels ... 14 rubber wheels ... Floating tandem duals. Approximate shipping wt., doz. 78 lbs.
L. 21-3/8", W. 5-5/8", H. 7-3/8"

No. 702 *(New!)*
Steel Cargo Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis ... Trailer reinforced 14 gauge stakes ... Retractable dolly wheels ... 14 rubber wheels. Floating tandem duals. Skid Plate. "Child-conditioned". Approx. shipping wt., doz. 65 lbs.
L. 20-3/4", W. 5-5/8", H. 5-3/8"

No. 704 *(Completely New!)*
Grain Trailer

Color. White Cab, Orange Body, Natural Aluminum Chassis ... Trailer reinforced 14 gauge stakes ... Retractable dolly wheels ... 14 rubber wheels ... Floating tandem duals ... Sliding door at rear ... Approx. shipping wt., doz. 62 lbs.
L. 20-3/4", W. 5-5/8", H. 5-3/8"

No. 708 *(New!)*
Cattle Trailer

Color: White Cab, Red Trailer, Natural Aluminum Chassis ... Rear doors open ... Trailer reinforced 14 gauge stakes ... Retractable dolly wheels ... 14 rubber wheels ... Floating tandem duals. Approx. shipping wt., doz. 78 lbs.
L. 21-3/8", W. 5-5/8", H. 7-3/8"

Preference-Proved Mechanical Toys

A Boy's Best "Play Pal" is His Structo Toy

No. 811 BARREL TRUCK (Wind-Up)

No. 844 HI-LIFT DUMP TRUCK (Wind-Up)

"Live-Action" Engineered

No. 822 WRECKER TRUCK (Wind-Up)

No. 866 GASOLINE TRUCK (Wind-Up)

Please Note Packing: All toys master cartoned . . . 6 to a master. Orders accepted on all items only in multiples of 6.

No. 811 (Wind-Up)
Barrel Truck

Color: Red Cab, Dark Blue Body, Natural Aluminum Chassis . . . Body reinforced 14 gauge stakes . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo oil-drum bank . . . Structo's own sturdy clock spring motor. Approx. shipping wt., doz. 45 lbs.
L. 12-3/4", W. 5-5/8", H. 5"

No. 822 (Wind-Up)
Wrecker Truck

Color: White Cab, Orange Body, Natural Aluminum Chassis . . . Crank operated winch with steel chain, also tow chain . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Approx. shipping wt., doz. 40 lbs.
L. 12-1. 8", W. 5-5/8", H. 5-3/16"

No. 844 (Wind-Up)
Hi-Lift Dump Truck

Color: White Cab, Red Body, Natural Aluminum Chassis . . . Hi-lift dump body raised by crank . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Approx. shipping wt., doz. 46 lbs.
L. 12-1 2", W. 5-5/8", H. 5-1/16"

No. 866 (Wind-Up)
Gasoline Truck

Color Red Cab & Body, Natural Aluminum Chassis . . . 6 rubber wheels . . . Front wheels adjustable . . . Motor brake . . . Structo's own sturdy clock spring motor. Built to last a child-time. Approximate shipping wt., doz. 40 lbs.
L. 13-3/8", W. 5-5/8", H. 5"

STRUCTO

new *"Fluid-Action"* motor
makes these WIND-UPS
Two Toys in One

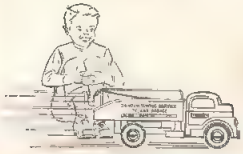
"BUILT TO LAST
A CHILD-TIME"

Only STRUCTO has this new *"Fluid Action"* motor

Protected by Patents

This sturdy clock spring motor, using a 10 ft. spring, is something entirely new in free-wheeling motors. It permits the toy to be played with both as a pull toy and a wind-up toy. This new "Fluid-Action" motor was designed in our own research department, by our own engineers, and is manufactured exclusively by STRUCTO. Performs approximate 60 foot runs at slow simulated truck speeds. Severe breakdown tests have proven that this new "Fluid-Action" motor will outlast the many years of play value in these wind-up toys.

THE MOST SENSATIONAL MOTOR IN THE HISTORY OF THE TOY BUSINESS



AS A WIND-UP TOY

USE IT EITHER WAY

without damage to spring

AS A PULL TOY

ADJUSTABLE FRONT WHEEL MECHANISM—REAR WHEEL BRAKE

Set Front Wheels to Right or Left...
Then Toy Will Circle

Children of all ages like Structo Toys

Because they're "Child-Conditioned"

STRUCTO TOYS ARE SAFE TOYS

BUILT TO LAST A CHILD-TIME

Parents like the many built-in safety features of STRUCTO toys. They know that children cannot hurt themselves on these super-safe playthings. There are no sharp edges to cut or scratch the busy, prying fingers of those "junior truckers and road-building men". Edges are rolled for maximum safety. Moving parts are carefully shielded. Although these safety precautions add to manufacturing costs, STRUCTO will continue to make "the safest toys for American boys". You'll find STRUCTO America's finest quality-price line of toys.

DIE-CAST ALUMINUM CABS and CHASSIS

Cabs and chassis on STRUCTO'S series 600, 700 and 800 are made of durable die-cast aluminum. This lightweight, yet sturdy, metal makes a practical, serviceable toy . . . withstands long hours of rugged playtime use and is virtually indestructible. All bodies on the above series are of heavy-gauge steel.

HEAVY-GAUGE STAMPED STEEL BODIES

Only highest quality, heavy-gauge steel is used in the manufacture of STRUCTO toys. All STRUCTO toys are of spot-welded construction for added strength and rigidity. They are made to withstand rough handling and to "last a child-time" of day-after-day play.

FAITHFULLY-SCALED REPRODUCTIONS

In every detail, STRUCTO "Live-Action" toys are accurate models of their real-life counterparts. Fenders, bumpers, even grills are just like full-sized equipment. Little wonder that children like them so well. They're "Child-Conditioned" in every way.

HIGH GLOSS BAKED ENAMEL FINISH

Infra-red baked enamels, in vivid, child-appealing colors, are used on all STRUCTO toys. These attractive finishes, highly resistant to chipping and scratching, are made possible by STRUCTO'S large conveyor-fed, infra-red enamel ovens. Another fine feature.

14-GAUGE STEEL STRAP REINFORCING

Wherever necessary, 14 gauge steel strapping is used to reinforce bodies and assure greater strength for even the roughest play. Another reason why STRUCTO quality-price toys are such outstanding dollar-for-dollar values. Feature them for fast sales and profits.

GENUINE RUBBER TIRES ON ALL TOYS

Solid rubber tires with honest-to-goodness heavy-duty truck treads are standard on all STRUCTO trucks. The No. 105 Steam Shovel has rubber tractor treads. Realism is thus added to STRUCTO toys that increases their play-value. Parents also like this feature.

STRUCTO MANUFACTURING CO.

MAIN OFFICE AND FACTORY • FREEPORT, ILLINOIS

NEW YORK OFFICE • ROOM 538, 200 FIFTH AVE. BLDG.

WOODBURY HARDWARE CO.

Headquarters for American Flyer *Trains*

WOODBURY HARDWARE COMPANY

American Flyer REMOTE CONTROL TRAINS

Powerful American Flyer SAFETY FIRST No. 1½ Transformer with 45 Watt capacity is included with The Crusader Freight. Approved by Underwriters Laboratories.

No. 5301T "THE CRUSADER"—4 UNIT STEAM TYPE FREIGHT TRAIN

WITH CHOO-CHOO SOUND AND TRANSFORMER—35 PIECE SET

OUTFIT INCLUDES

- 1 No. 301 "Atlantic" 4-4-2 Locomotive with Choo-Choo sound, Remote Control and Headlight.
- 1 No. 301 "Atlantic" Tender
- 1 No. 805 Flat Car with 6 logs.
- 1 No. 638 Caboose.
- 11 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
- 1 No. 704 Manual Control Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 1½ Underwriters Approved 45 Watt Transformer.
- 1 Illustrated Instruction Book
- 1 List of Authorized Service Stations

"THE CRUSADER" MEASURES 3 FT., 7 IN. LONG. TRACK FORMS 120" CIRCLE

No. 5301T Crusader Atlantic Freight

No. 1½ American Flyer "SAFETY FIRST" 45 Watt Transformer supplied by Woodbury with The Silver Bullet Train

No. 5306T "THE SILVER BULLET"—4 UNIT STREAMLINER PASSENGER TRAIN

WITH SMOKE CHOO-CHOO SOUND AND TRANSFORMER—29 PIECE SET

SET INCLUDES

- 1 No. 356 "Silver Bullet" 4-6-2 Streamlined Locomotive with Remote Control and Headlight
- 1 No. 356 "Silver Bullet" Tender
- 2 No. 6555 Silver Coaches.
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
- 1 No. 40 3-piece Smoke Set with Funnel Capsule and Brush
- 1 No. 704 Manual Control Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 1½ Underwriters Approved 45 Watt Transformer
- 1 Illustrated Train Book
- 1 List of Authorized Service Stations

"THE SILVER BULLET" MEASURES 3 FT., 3 IN. LONG. TRACK FORMS 120" CIRCLE.

No. 5306T Silver Bullet Passenger

No. 5311T "THE BLACK DIAMOND"—3 UNIT STEAM TYPE PASSENGER TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND AND TRANSFORMER—36 PIECE SET

"BLACK DIAMOND" PASSENGER SET INCLUDES

- 1 No. 302 "Atlantic" 4-4-2 Locomotive with Red Glowing Smoke Choo-Choo sounds, remote control and Headlight
- 1 No. 303 "Atlantic" Tender
- 1 No. 40 3 piece Smoke Set with Funnel Capsule and Brush
- 1 No. 631G Green Express and Baggage Car
- 2 No. 655G Green Coaches.
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 1 No. 704 Manual Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 1½ Underwriters' Approved 45 Watt Transformer.
- 1 Illustrated Train Book
- 1 List of Authorized Service Stations

"BLACK DIAMOND" PASSENGER MEASURES 4 FT., 2 IN. LONG. TRACK FORMS 120" CIRCLE.

No. 5311T Black Diamond Atlantic Passenger

No. 5312T "THE BLACK DIAMOND"—6 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND AND TRANSFORMER—34 PIECE SET

"BLACK DIAMOND" FREIGHT MEASURES 4 FT. LONG. TRACK FORMS 120" CIRCLE

"BLACK DIAMOND" FREIGHT OUTFIT INCLUDES

- 1 No. 302 "Atlantic" 4-4-2 Locomotive with Red Glowing Smoke Choo Choo sounds, remote control and headlight
- 1 No. 302 Atlantic Tender
- 1 No. 40 3 piece Smoke Set with Funnel Capsule and Brush
- 1 No. 641 Gondola Car
- 1 No. 673 Refrigerator Car
- No. 625 G Tank Car
- No. 638 Caboose
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 1 No. 704 Manual Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 1½ Underwriters Approved 45 Watt Transformer
- 1 Illustrated Train Book
- 1 List of Authorized Service Stations

No. 5312T Black Diamond Atlantic Freight

No. 5322T THE MOUNTAINEER—6 UNIT STEAM TYPE PASSENGER TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND AND TRANSFORMER—34 PIECE SET

Powerful American Flyer No. 45 Watt Safety "SF" Transformer Universal Approved supplied with "THE MOUNTAINEER" Passenger Train

"THE MOUNTAINEER" PASSENGER TRAIN MEASURES 5 FT. 3 IN LONG TRACK FORMS 140" OVAL

OUTFIT INCLUDES

- No. 283 "Pacific" type 4-6-2 Locomotive with Red Glowing Smoke Choo Choo sound and remote control
- 1 No. 282 "Pacific" type tender
- 1 No. 40 3 piece Smoke Set with Funnel Capsule and Brush
- 1 No. 631B Red Express and Baggage Car
- 2 No. 655B Red Coaches
- 1 No. 651 Pullman 4 & 6 wheel trucks
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 2 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 14 No. 690 Track Locks
- No. 706 Remote Control Electric Car Uncoupler
- No. 690 Lock-on Track Terminal
- No. 1 Underwriters Approved 75 Watt Transformer
- Illustrated Train Book
- List of Authorized Service Stations

No. 5322T Mountaineer Pacific Type.

American Flyer "Safety-First" Transformer with big 75-watt capacity is included with "THE MOUNTAINEER" Freight Set

No. 5323T "THE MOUNTAINEER"—8 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE CHOO-CHOO SOUND AND TRANSFORMER—42 PIECE SET

THE MOUNTAINEER" FREIGHT SET MEASURES 3 FT., 4 IN. LONG TRACK FORMS 180" OVAL

OUTFIT COMPRISES

- 1 No. 282 Pacific locomotive with remote control, Red Glowing Smoke and Choo Choo sounds
- 1 No. 282 Pacific Tender
- 1 No. 40 3 piece Smoke Set with Funnel Capsule and Brush
- No. 642 Box Car
- No. 625 Oil Tank Car
- No. 656 Hopper Car
- 1 No. 673 Refrigerator Car
- No. 63 Green Gondola
- No. 630 illuminated Caboose
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 2 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 14 No. 690 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 1 Underwriters Approved 75 Watt Transformer
- 1 Illustrated Train Book — List of Authorized Service Stations

No. 5323T Mountaineer Pacific Freight

AMERICAN FLYER

No. 53377 4 UNIT GM DIESEL SWITCHER WORK TRAIN

WITH 45 WATT TRANSFORMER AND REMOTE CONTROL—19 PIECE SET

No. 53 "T.C.M." Diesel Switcher Work Train

SET COMPRISES

- No. 377 Diesel Locomotive with remote control headlight and rear light
- No. 609 Girder Car
- 1 No. 606 Wrecker Car with Crane
- 1 No. 607 Boom Car carrying 4-wheel truck
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 1 No. 704 Manual Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- No. 1 45 Watt Underwriters' Approved Transformer
- 1 Illustrated Train Book
- 1 List of Authorized Service Stations

DIESEL SWITCHER SET MEASURES 3 FT. LONG. TRACK FORMS 120" CIRCLE

No. K5328 "THE METEOR"—8 UNIT STEAM TYPE PASSENGER TRAIN

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND "PULL-MOR"—43 PIECE SET

No. K5328 Meteor Pacific Passenger

TRAIN INCLUDES

- 1 No. 293 "Pull-Mor" 4-6-2 Locomotive with Smoke, Tender Remote Control, Red Glowing Smoke and Choo-Choo sounds.
- 1 No. 40 3-piece Smoke Set, with Funnel, Capsule and Brush.
- No. 912 Green Express and Mail Car.
- No. 952G Green Coach & Baggage Car
- 1 No. 952G Green Pullman.
- 1 No. 952G Observation Car
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 4 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
- 16 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 Illustrated Train Book—List of Authorized Service Stations

No. K5329 "THE METEOR"—8 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND "PULL-MOR"—43 PIECE SET

THE METEOR" FREIGHT SET MEASURES 5 FT., 1 IN. LONG TRACK FORMS 160" OVAL

No. K5329 Meteor Pacific Freight

OUTFIT COMPRISES

- 1 No. 293 "Pull-Mor" 4-6-2 Locomotive with Remote Control, Red Glowing Smoke, Choo-Choo sound and Tender
- 1 No. 40 3-piece Smoke Set, with Funnel, Capsule and Brush.
- 1 No. 947 Refrigerator Car
- 1 No. 924 Caboose Car.
- 1 No. 925 Oil Tank Car.
- 1 No. 929 Shack Car
- 1 No. 933 Box Car
- 1 No. 930 Illuminated Caboose
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
- 4 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
- 16 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 Illustrated Train Book—List of Authorized Service Stations

No. K5334T "THE SILVER COMET"—4 UNIT DIESEL PASSENGER TRAIN

WITH TRANSFORMER AND REMOTE CONTROL—31 PIECE SET

No. K5334T Diesel Silver Comet Passenger

TRAIN INCLUDES

- 1 No. 466 Diesel "A" unit with Headlight and Remote Control.
- 1 No. 960 Baggage & Club Car, with Illumination
- 1 No. 962 Illuminated Vista Dome Car
- 1 No. 963 Illuminated Lounge and Observation Car
- 2 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
- 2 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
- 4 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 2 Underwriters' Approved 75 Watt Transformer
- 1 Illustrated Train Book—Authorized Service Stations List

"THE SILVER COMET" PASSENGER SET MEASURES 4 FT., 4 IN. LONG. TRACK FORMS 140" OVAL

Worm-Drive Motor

When you buy an American Flyer train EVERY locomotive has a powerful worm drive electric motor. Not just a few. Not just the higher-priced sets. ALL of them. American Flyer motors are so precisely made that tolerances of .003 of an inch or 1/10 the diameter of a human hair in standard practice

No. 53357 "THE SILVER COMET"—8 UNIT DIESEL FREIGHT TRAIN

WITH TRANSFORMER AND REMOTE CONTROL—36 PIECE SET

"THE SILVER COMET" FREIGHT MEASURES 5½ FT. LONG TRACK FORMS 160" OVAL

No. K5357T Silver Comet Freight

OUTFIT COMPRISES

- 1 No. 466 Diesel "A" unit, with worm drive, remote control and horn
- 1 No. 934 Floodlight Car
- 1 No. 936 Depressed Center Car with Load.
- 1 No. 938 Log Car.
- 1 No. 945 Caboose with Tool Box
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 2 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 16 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- No. 690 Lock-on Track Terminal
- 1 No. 2 Underwriters' Approved 75-Watt Transformer
- 1 Illustrated Train Book—List of Authorized Service Stations.

No. K5340T "THE YARD KING"—8 UNIT STEAM TYPE SWITCHER AND WORK TRAIN

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND TRANSFORMER—44 PIECE SET

No. K5340T Yard King Switcher

TRAIN INCLUDES

- 1 No. 343 0-8-0 Nickel Plate B.B. Switcher locomotive and Tender, with "Pull-Mor" Remote Control, Red Glowing Smoke and Choo-Choo sound
- 1 No. 40 3-piece Smoke Set with Funnel, Capsule and Brush.
- 1 No. 953R Red Utility Car
- 1 No. 934 Floodlight Car
- 1 No. 944 Operating Wrecking Crane
- 1 No. 945 Boom Car with Cab
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 4 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 16 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 2 Underwriters' Approved 75 Watt Transformer
- 1 Illustrated Train Book—Authorized Service Station List

"THE YARD KING" SWITCHER AND WORK SET MEASURES 4½ FT. LONG. TRACK FORMS 160" OVAL

No. K5346SW "THE TRAIL BLAZER"—6 UNIT STEAM TYPE PASSENGER AND MAIL TRAIN

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, PULL-MOR AND WHISTLE—47 PIECE SET

No. K5346W Trail Blazer Pacific Passenger

TRAIN SET INCLUDES

- 1 No. 316 Pennsylvania K-5 4-6-2 Locomotive and Tender with "Pull-mor" Red Glowing Smoke, Air Chime Whistle and Remote Control.
- 1 No. 40 3-Piece Smoke Set, with Funnel, Capsule and Brush.
- 1 No. 706 Air Chime Whistle Control
- 1 No. 912R Red Mail Pick-up Car with 2 Mail Bags
- 1 No. 913 Mail Bag Holder with Track Lock-on
- 1 No. 953R Illuminated Red Club & Baggage Car.
- 1 No. 952R Illuminated Red Pullman
- 1 No. 954R Illuminated Red Lounge and Observation Car
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track.
- 4 sections No. 700 Two Rail "T" formed Flat Top Straight Track.
- 16 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 Illustrated Train Book—Authorized Service Station List.

"THE TRAIL BLAZER" MAIL TRAIN MEASURES 5½ FT. LONG TRACK FORMS 160" OVAL

No. K5346W "THE TRAIL BLAZER"—8 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, "PULL-MOR" AND WHISTLE—47 PIECE SET

No. K5346W Trail Blazer Pacific Freight

TRAIN SET INCLUDES

- 1 No. 316 Pennsylvania K-5 4-6-2 Locomotive and Tender with "Pull-mor", Red Glowing Smoke Choo-Choo sound and Remote Control
- 1 No. 40 3-Piece Smoke Set, with Capsule, Funnel and Brush.
- 1 No. 708 Air Chime Whistle Remote Control Unit.
- 1 No. 915 Automatic Unloading Car with Boom.
- 1 No. 920 Gondola Car.
- 1 No. 938 Log Car with logs.
- 1 No. 911 Coal Car.
- 1 No. 922 Box Car.
- 1 No. 930 Illuminated Caboose
- 12 sections No. 730 Two Rail "T" formed Flat Top Curved Track
- 4 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 16 No. 693 Track Locks.
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal.
- 1 Illustrated Train Book—Authorized Service Station List

"THE TRAIL BLAZER" FREIGHT MEASURES 5 FT., 7 IN. LONG TRACK FORMS 160" OVAL

WOODBURY HARDWARE COMPANY

AMERICAN FLYER

No. K5351W "THE PACEMAKER"—6 UNIT STEAM TYPE PASSENGER TRAIN

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, "PULL-MOR" AND WHISTLE—66 PIECE SET

THE PACEMAKER PASSENGER TRAIN MEASURES 6 FT. LONG. TRACK FORMS 180" OVAL.

SET COMPRISES

No. K5351W Pacemaker Hudson Passenger

- 1 No. 326 Hudson-type 4-8-4 Locomotive and Tender with Red Glowing Smoke, Choo-Choo sound, Pull-mor, Air Chime Whistle and Remote Control
- 1 No. 40 3-Piece Smoke Set, with Funnel, Capsule and Brush
- No. 708 Remote Control Air Chime Whistle Unit
- No. 956 Illuminated Baggage & Club Car
- No. 96 Illuminated Pullman
- 1 No. 962 Illuminated Vista Dome Car
- 1 No. 963 Illuminated Lounge and Observation Car
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 8 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 18 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 Illustrated Train Book—Authorized Service Station List

No. K5352W "THE PACEMAKER"—8 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, "PULL-MOR" AND WHISTLE—80 PIECE SET

"THE PACEMAKER" FREIGHT MEASURES 6 FT., 3 IN. LONG.

TRACK FORMS 180" OVAL.

OUTFIT INCLUDES

No. K5352W Pacemaker Hudson Freight

- No. 326 Hudson-type 4-8-4 2-2A Locomotive and Tender, with Red Glowing Smoke, Air Chime Whistle, "Pull-mor" and Remote Control
- 1 No. 40 3-Piece Smoke Set with Funnel, Capsule and Brush
- 1 No. 708 Remote Control Air Chime Whistle unit
- No. 9[illegible] Log Car
- 1 No. 9[illegible] Depressed Center Car with Cable Reel
- No. 9[illegible] Box Car
- 1 No. 948 Depressed Center Car with Headlight and Generator
- 1 No. 925 Oil Tank Car
- 1 No. 930 Illuminated Caboose
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 6 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 18 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 Illustrated Train Book—Authorized Service Station List

No. K5357W "THE CHALLENGER"—6 UNIT STEAM TYPE PASSENGER TRAIN

WITH RED GLOWING SMOKE, WHISTLE, "PULL-MOR" AND CHOO-CHOO SOUND—53 PIECE SET

"THE CHALLENGER" PASSENGER TRAIN MEASURES 6 FT., 3 IN. LONG

TRACK FORMS 200" OVAL.

SET INCLUDES

No. K5357W Challenger U. P. Passenger

- 1 No. 336 "Northern" 4-8-4 Locomotive with 6 wheel truck Vanderbilt Tender Red Glowing Smoke, "Pull-mor" Choo-Choo Sound, Air Chime Whistle and Remote Control
- 1 No. 40 3-Piece Smoke set with Funnel, Capsule and Brush
- No. 708 Air Chime Whistle Remote Control [illegible]
- No. 956 Illuminated Baggage & Club Car
- 2 No. 962 Illuminated Vista Dome Car
- No. 963 Illuminated Lounge and Observation Car
- [illegible] sections No. 702 Two Rail "T" formed Flat Top Curved Track
- [illegible] sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 20 No. 693 Track Locks
- [illegible] Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- Illustrated Train Book—Authorized Service Station List

No. K5358W "THE CHALLENGER"—8 UNIT STEAM TYPE FREIGHT TRAIN

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL-MOR"—85 PIECE SET

"THE CHALLENGER" FREIGHT MEASURES 6 FT., 5 IN. LONG

TRACK FORMS 200" OVAL.

No. K5358W Challenger U. P. Freight

OUTFIT COMPRISES

- 1 No. 336 "Northern" type 4-8-4 Locomotive and Tender with Red Glowing Smoke, "Pull-mor", Choo-Choo sound, Air Chime Whistle and Remote Control
- No. K-3 Piece Smoke [illegible] with Funnel, Capsule and Brush
- No. 708 Air [illegible] Whistle Remote Control Unit
- 1 No. 922 Box Car
- 1 No. 9[illegible] Car
- No. 9[illegible] Gondolas
- No. 9[illegible] Refrigerator Car
- 1 No. 924 Cement Car
- 1 No. 929 Stock Car
- 1 No. 930 Illuminated Caboose
- 2 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 8 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 20 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- Illustrated Train Book—Authorized Service Station List

No. K5363W "THE SILVER ROCKET"—8 UNIT DIESEL FREIGHT TRAIN

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND REMOTE CONTROL—47 PIECE SET

SET INCLUDES

No. K5363W Silver Rocket Diesel Freight

- 1 No. 474 Twin motored Diesel "A" unit with Headlight and Remote Control
- 1 No. 475 Diesel "B" unit with Air Chime Whistle and Headlight
- 1 No. 708 Remote Control Air Chime Whistle Unit
- 1 No. 926 Depressed Center Car with Boat
- 1 No. 941 Gondola Car
- 1 No. 946 Depressed Center Car with Generator and Headlight
- 1 No. 925 Box Car
- 1 No. 930 Illuminated Caboose
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 6 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 18 No. 693 Track Locks
- No. 706 Remote Control Electric Car Uncoupler
- No. 690 Lock-on Track Terminal
- Illustrated Instruction Book—Authorized Service Station List

"THE SILVER ROCKET" DIESEL FREIGHT MEASURES 6 FT., 8 IN. LONG. TRACK FORMS 200" OVAL.

No. K5364W "THE SILVER ROCKET"—6 UNIT DIESEL PASSENGER TRAIN

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND REMOTE CONTROL—65 PIECE SET

No. K5364W Silver Rocket Diesel Passenger

OUTFIT COMPRISES

- 1 No. 474 Twin motored Diesel "A" unit with Headlight and Remote Control
- No. 475 Diesel "B" unit with Air Chime Whistle and Headlight
- 1 No. 708 Remote Control Air Chime Whistle Unit
- 2 No. 962 Illuminated Vista Dome Cars
- 1 No. 963 Illuminated Lounge & Observation Car
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 6 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 18 No. 693 Track locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- No. 690 Lock-on Track Terminal
- 1 Illustrated Train Book—Authorized Service Station List

"THE SILVER ROCKET" PASSENGER TRAIN MEASURES 6½ FT. LONG. TRACK FORMS 180" OVAL.

No. K5368WT "THE SILVER FLASH"—7 UNIT DIESEL FREIGHT TRAIN

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND REMOTE CONTROL—62 PIECE SET

TRAIN SET INCLUDES

No. K5368WT Silver Flash Diesel Freight

- 1 No. 477 Twin motored "A" unit Diesel with remote control and headlight
- 1 No. 478 "B" unit Diesel with Air Chime Whistle
- 1 No. 708 Air Chime Whistle remote control unit
- 1 No. 938 Log Car
- 1 No. 929 Stock Car
- 1 No. 940 Hopper Car
- 1 No. 937 Box Car
- 1 No. 930 Illuminated Caboose
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 6 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 16 No. 693 Track locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 2 Underwriters' Approved 75-Watt Transformer
- 1 Illustrated Instruction Book—Authorized Service Station List

"THE SILVER FLASH" DIESEL FREIGHT MEASURES 8½ FT. LONG. TRACK FORMS 180" OVAL.

No. K5369WT "THE SILVER FLASH"—8 UNIT DIESEL PASSENGER TRAIN

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND REMOTE CONTROL—81 PIECE SET

No. K5369WT Silver Flash Diesel Passenger

OUTFIT CONSISTS OF

- 1 No. 477 Twin motored "A" unit Diesel with Remote Control and Headlight
- 1 No. 478 "B" unit Diesel with Air Chime Whistle
- 1 No. 708 Air Chime Whistle Remote Control unit
- 1 No. 960 Illuminated Baggage & Club Car
- 1 No. 961 Illuminated Pullman
- 1 No. 963 Illuminated Lounge & Observation Car
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 6 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 6 No. 693 Track locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 No. 2 Underwriters Approved 75 Watt Transformer
- 1 Illustrated Instruction Book—Authorized Service Station List

"THE SILVER FLASH" DIESEL PASSENGER SET MEASURES 5 FT., 4 IN. LONG. TRACK FORMS 140" OVAL.

No. K5374W "THE CHIEF"—10 UNIT A-B-A DIESEL FREIGHT TRAIN

WITH TWO WORM DRIVE MOTORS, AIR CHIME WHISTLE AND REMOTE CONTROL—53 PIECE SET

No. K5374W Chief Diesel Freight

TRAIN SET INCLUDES

- 1 No. 470 Twin Motored "A" unit Diesel with Headlight and Remote Control
- No. 471 "B" unit Diesel with Air Chime Whistle
- No. 471 A unit Diesel with Headlight
- No. 708 Air Chime Whistle Remote Control Unit
- 1 No. 924 Cement Car
- 1 No. 929 Stock Car
- No. 947 Refrigerator Car
- No. 92[illegible] Coal Car
- 1 No. 925 Oil Tank Car
- 1 No. 922 Box Car
- 1 No. 930 Illuminated Caboose
- 12 sections No. 702 "T" formed Two Rail Flat Top Curved Track
- 8 sections No. 700 "T" formed Two Rail Flat Top Straight Track
- 20 No. 693 Track Locks
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 Illustrated Instruction Manual Author and Service Station List

"THE CHIEF" DIESEL FREIGHT TRAIN MEASURES 7 FT., 8 IN. LONG

TRACK FORMS 200" OVAL.

American Flyer REMOTE CONTROL TRAINS

No. KS375W "THE CHIEF"—2 UNIT 4-8-4 DIESEL PASSENGER TRAIN

WITH TWO WORM-DRIVE MOTORS, AIR CHIME WHISTLE AND REMOTE CONTROL—90 PCS SET

"THE CHIEF" DIESEL PASSENGER TRAIN MEASURES 7½ FT. LONG. TRACK FORMS 200" OVAL

SET CONSISTS OF

- 1 No. 470 Twin Motored "A" unit Diesel with Headlight and Remote Control.
- 1 No. 473 "B" unit Diesel with Air Chime Whistle.
- 1 No. 472 "A" unit Diesel with Headlight.
- 1 No. 708 Air Chime Whistle Remote Control Unit.
- 1 No. 960 Illuminated Baggage & Club car.
- 1 No. 961 Illuminated Pullman.
- 1 No. 962 Illuminated Vista Dome Car.
- 1 No. 963 Illuminated Lounge and Observation Car.
- 12 sections No. 702 Two Rail "T" formed Flat Top Curved Track
- 6 sections No. 700 Two Rail "T" formed Flat Top Straight Track
- 30 No. 693 Track clips.
- 1 No. 706 Remote Control Electric Car Uncoupler
- 1 No. 690 Lock-on Track Terminal
- 1 Illustrated Instruction Book—Authorized Service Station List

AMERICAN FLYER amazing "Pull-mor"—the greatest advance in model railroading. With this exclusive feature your American Flyer steam-type locomotives can pull as many as FORTY cars or climb steep grades hitherto considered impossible! Ask your dealer for a demonstration. All steam locos in this page are equipped with "Pull-mor."

No. 293

No. 293 "PACIFIC" 4-6-2 LOCOMOTIVE AND TENDER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND "PULL-MOR"

Remarkable new "Pull-mor" plus six big driving wheels give this hefty die-cast American Flyer locomotive capacity for rugged mountain climbing or freight and passenger hauls of up to 40 cars. New Red Glowing Smoke combined with realistic choo-choo-choo-choot that come from the boiler provide utmost in model railroading. Tender is equipped with real railroad Knuckle Couplers and has New York, New Haven & Hartford R.R. markings. Loco and Tender measure 17¾".

No. 343

No. 343 "NICKEL PLATE R.R." 0-8-0 SWITCHER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND "PULL-MOR"

Look at the detail piled upon detail of this magnificent die-cast 0-8-0 "yard goat" and you'll understand why model experts and railroadmen alike consider it one of the finest steam switchers ever made. Now, with Red Glowing Smoke, Choo-Choo sound, power-packed "Pull-mor" that means longer hauls and steeper grade climbing, the reliable switcher is better than before. When you see her in action in the yards, shunting cars to sidings, pushing strings of reefers and doing other chores, you'll agree there's no finer railroading sight. Tender has Knuckle Couplers. Loco and Tender measure 14¾".

No. 316

No. 316 "PENNSYLVANIA R.R." 4-6-2 LOCOMOTIVE AND TENDER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL-MOR"

Watch this mighty die-cast Pennsylvania K-5 "Pull-mor"-equipped Locomotive make a freight drag of 40 cars or steam up a rugged mountain grade and you'll know you're seeing a real loco in action. Red Glowing Smoke puffs out of the stack and right from the boiler you hear the steady choo-choo-choo-choo sounds. Now press the remote control button and hear the thrilling Air Chime Whistle blast for a grade crossing! Tender has Knuckle Couplers. Loco and Tender measure 17¾" long.

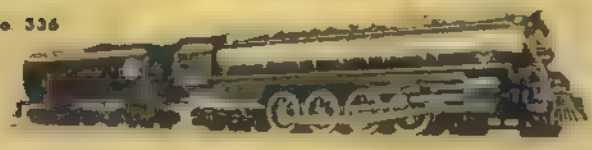
No. 326

No. 326 "HUDSON" 4-6-4 LOCOMOTIVE AND TENDER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL-MOR"

Massiveness and power are suggested in the lines of this hefty die-cast 4-6-4 "Hudson" type locomotive, the prototype of which was made famous by the New York Central. And that's just what this American Flyer scale model loco has, too, with its "Pull-mor" feature that permits long car hauls and steep grade climbing. Choo-Choo sounds keep time with the puffs of Red Glowing Smoke, while the built-in Air Chime Whistle blows by remote control. Tender has Knuckle Couplers. Loco and Tender measure 19" long.

No. 336



No. 336 "UNION PACIFIC" 4-8-4 LOCOMOTIVE AND TENDER

WITH RED GLOWING SMOKE, CHOO CHOO SOUND, WHISTLE AND "PULL-MOR"

Just see the sweeping length of this gigantic 8-wheel drive die-cast "smoker," patterned after one of the biggest American locomotives ever made! A full 21½ inches—the mightiest steam locomotive in the American Flyer roundhouse—and with its big, new and more powerful worm-drive motor plus sensational "Pull-mor" it's a beast for performance. Watch it puff Red Glowing Smoke and hear it sound off with choo-choo—and then blow the remote control Air Chime Whistle, newest real railroading feature! This big "Northern" type loco is a dual purpose job, equally at home with a freight drag or passenger haul. Couplers on Tender are Knuckle type. Loco and Tender measure 21½" long.

No. 466

No. 466 "SILVER COMET" DIESEL LOCOMOTIVE

WITH REAL RAILROAD KNUCKLE COUPLERS

Here's a single "A" unit "go getter" that will handle your long freight drags with dispatch or make a speedy and fine passenger run. Powerful, worm-drive motor assures realistic starting and stopping. Full remote control operation. Locomotive is beautifully designed with gleaming silver finish and rich Arctic blue green striping. Lettering and Comet design are yellow. Locomotive measures 12¼" long.

No. 4778

No. 4778 "SILVER FLASH" TWO-UNIT DIESEL LOCOMOTIVE

WITH TWO WORM DRIVE MOTORS AND AIR CHIME WHISTLE

Couple this big Diesel powerplant to any string of cars in your freight or passenger division and see how it walks away with ease. Mighty "A" unit has not one but TWO worm-drive motors for added speed and power; "B" unit has built-in Air Chime Whistle which can be blown by remote control. Color scheme is chocolate brown against a silver finish background, with orange lettering. "State of Maine" pine tree on nose is green. Two units measure 24 inches long.

No. 4745

No. 4745 "SILVER ROCKET" DIESEL LOCOMOTIVE

WITH TWO WORM-DRIVE MOTORS AND AIR CHIME WHISTLE

The all-purpose Diesel with power you've been looking for—a double "A" unit American Flyer scale model of the famous Alco Diesel, with TWO worm drive motors, built-in Air Chime Whistle and operating Knuckle Couplers. Made to travel at super speeds it will also pull a heavy freight or passenger haul. Color design features Forest Green and Gold on a background of bright silver finish. Locomotive measures 24" long.

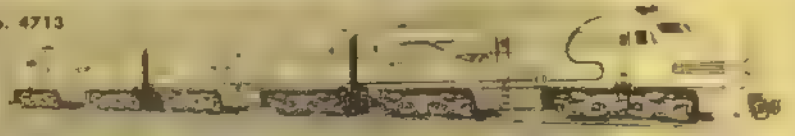
No. 375

No. 375 "GENERAL MOTORS" DIESEL ROAD SWITCHER

WITH BUILT IN AIR CHIME WHISTLE

For your busy terminals and classification yards you'll want this all-around Diesel work horse "yard goat," a 3/16" scale model of the General Motors GP-7 "Jeep" Road Switcher with railroad type Knuckle Couplers. Powered with a Gilbert worm-drive motor it can "hump" your freights or make a fast passenger run equally well. Realistic Air Chime Whistle blown by remote control. Note intricate detail and heavy die-cast truck sides. In addition to two headlights, number boxes on front and rear are illuminated. Loco measures 10⅜" long.

No. 4713



No. 4713 THREE-UNIT AMERICAN FLYER DIESEL—"THE CHIEF"

WITH TWO WORM DRIVE MOTORS AND AIR CHIME WHISTLE

The ultimate in Diesel railroading—a mammoth three-unit Locomotive ("A", "B" and "A") which measures over THIRTY-SIX inches long and which will give your model road the last word in authenticity. The mighty 'Chief,' with its double worm-drive motors, will haul almost anything you care to couple to it, and as she comes streaking down the track, Air Chime Whistle blaring, she's a sight to see and a joy to hear. Color scheme is red nose and striping, yellow letters and a background of bright silver finish. Locomotive measures 36¼" long.

WOODBURY HARDWARE COMPANY

American Flyer "Safety-First" TRANSFORMERS

No. 16B Transformer

No. 14B Transformer

No. 18 Transformer

No. 15B Transformer

No. 16B Transformer

No. 1 8 Transformer

No. 11 Circuit Breaker

No. 300 DUAL TRAIN POWER CONTROLLER, WITH DOUBLE CIRCUIT BREAKERS
OUTPUT 300 WATTS, 110-120 VOLTS, 60 CYCLES, A. C

The finest electric train power controller you can buy! Has features never before incorporated in transformers and with its giant capacity you can run two trains at different speeds on separate loops of track, or FOUR trains (two running at same speed) on four separate layouts. Has full directional control; when train stops it will start up again without going into reverse first. Two panel meters indicate voltage one for each control. Has green power-on light and two red warning lights that indicate a short circuit. Transformer has "Dead Man's Control"—a real railroad feature. When throttle is let go, train halts! Operation is guarded by two circuit breakers one for each controller which shut off power if over load or short occurs. Case is high impact material.

No. 188 DUAL POWER CONTROLLER, WITH DOUBLE CIRCUIT BREAKERS *(Not Illustrated)*
OUTPUT- 190 WATTS, 110-120 VOLTS, 60 CYCLES, A. C

Same as 30B except is without voltmeters and has lower power capacity.

No. 19B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER
OUTPUT: 300 WATTS, 110-120 VOLTS, 60 CYCLES, A. C

It's more than a transformer—it's a real model railroad power controller and there's never been anything quite like it before! It gives you full control of direction when your train stops it starts again in same direction without jiggling into reverse first. Panel meters indicate voltage and amperage. Just like real railroads, it has exclusive "Dead Man's Control"—if throttle is let go, train halts. Built-in Circuit Breaker shuts off current if transformer is overloaded or if a "short" develops on track. High impact case. Has off-on switch. Packed 1 per carton. Shipping weight 10 lbs.

No. 16B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER
(Not Illustrated.
OUTPUT- 160 WATTS 110-120 VOLTS, 60 CYCLES A. C

Same as No. 19B Transformer described above except has no off-on switch and has lower power output.

No. 68 TRANSFORMER
OUTPUT 100 WATTS, 110-120 VOLTS, 60 CYCLES, A. C.

Powerful enough to operate a set of trains plus quantity of automatic and remote control accessories. Automatic Thermostatic Circuit Breaker built in protects Transformer from burn-outs. Has three binding posts for simplified wiring. Case is heavy pressed steel. Boxed individually and packed 6 per carton. Shipping weight 30 lbs.

No. 19B TRAIN POWER CONTROLLER, WITH CIRCUIT BREAKER
OUTPUT: 130 WATTS, 110-120 VOLTS, 60 CYCLES, A. C

Has ample output to operate a train set plus small quantity of remote control and automatic accessories. New features provide full directional control when train stops it will restart without going into reverse first. Built-in Circuit Breaker prevents transformer burnouts due to overload or shorts. Green light indicates power on, red light warns of a short circuit. Like real railroads it has exclusive "Dead Man's Control"—if throttle is released train halts. Case is high impact molded materia.

No. 13 CIRCUIT BREAKER

If your transformer does not now have a Circuit Breaker you can provide one quickly with this accessory. Especially suitable for American Flyer No. 1½ Transformer. Prevents transformer burnouts and overloading.

TRACK EQUIPMENT

No. 700 Straight Track
No. 702 Curved Track

No. 720A R. C. Switches

No. 698 Track Terminal

No. 698 Reverse Loop Kit

No. 27 Track Cleaning Fluid

No. 706 R. C. Uncoupler

No. 722A Manual Switches

No. 697 Pair Trunks

No. 700 Lockout Eliminator

No. 725 Railroad Crossing

No. 27 TRACK CLEANING FLUID Every train owner will want at least one bottle of this special solution that scientifically removes dirt and oil from rails, provides better locomotive performance. Inhibits rust, is non-toxic and non-corrosive. Bottle stands 3½" high.

No. [illegible] Track Cleaning Fluid

No. 725 RAILROAD CROSSING No model layout is complete without one of these crossings! Enables you to have one train pass in front of another or to intersect two main lines. 10" long. Packed 3 per carton. Shipping weight 3 lbs.

No. [illegible] Crossing

No. 700 STRAIGHT TRACK Two "T"-type running rails, for trouble-free operation! Sections are made of heavy gauge steel and measure 10". Fully insulated. Packed 144 per carton. Shipping weight 16 lbs.

No. 701 STRAIGHT TRACK HALF SECTION *(not illustrated)* Each section measures 5" long. Fully insulated. Packed same as above.

No. 702 CURVED TRACK Two rail sections, fully insulated. Real railroad "T"-rail construction. 10" length. Packed 48 per carton. Shipping weight 4 lbs.

No. 703 CURVED TRACK HALF SECTION *(not illustrated)* Measures 5" long. Fully insulated. Packed 12 per carton. Shipping weight 1 lb.

No. 706 REMOTE CONTROL ELECTRIC UNCOUPLER For remote control uncoupling of American Flyer cars. Clamps to any 10" straight or curve track section. Includes track section and remote control button. Packed 6 per carton. Shipping weight 4 lbs.

No. 720A REMOTE CONTROL SWITCHES Positive action electric switches with red and green position lights. Remote control box has two switch control levers. Lights remain illuminated even when train is not running. Packed 3 per carton. Shipping weight 11 lbs.

No. 678 LEFT SINGLE SWITCH Construction is similar to No. 720A Switches above, but is sold as left hand switch only, for track layouts where just one switch is required.

No. 679 RIGHT SINGLE SWITCH Similar to No. 678 above, except is right hand switch.

No. 722A MANUAL PAIR SWITCHES Similar in construction to electric switches described at left except that operation is by hand. Control lever alters position of swivel rail. Not illuminated. Packed 3 per carton. Shipping weight 11 lbs.

No. 668 LEFT SINGLE SWITCH Same construction as 722A Switches described above, but is sold as left hand switch only, instead of pair, for track layouts where pair is not needed.

No. 669 RIGHT SINGLE SWITCH Similar to No. 668 above, except is right hand switch only.

No. 690 TRACK TERMINAL Designed to provide an ideal power lead connection from Transformer or accessories to track section. Packed 12 per carton. Shipping weight 1 lb.

(NOT ILLUSTRATED)
No. 691 12 Steel Track Pins.
No. 692 4 Fiber Track Pins.
No. 693– Track Lock (Prevents tracks from separating while trains are running)
No. 697–Automatic Track Trip. Makes your switches automatically non-derailing.

No. 695 AUTOMATIC COUPLERS, TRUCKS, WHEELS AND AXLES Made for converting rolling stock with old style American Flyer wheels and couplers to realistic automatic action type designed to fit 3/4" scale two-rail track. Sold in pairs only. Packed 6 per carton. Shipping weight 2 lbs.

No. 695 REVERSE LOOP KIT Enables you to construct loops and other track schemes with American Flyer 2-rail track. Consists of wire leads, fiber pins, terminals and double-pole double-throw switch mounted in control box.

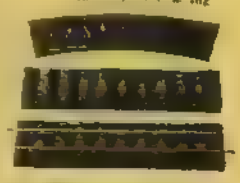
No. 700 LOCK OUT ELIMINATOR Does away with the necessity of locking the remote control unit on the locomotive in a forward position when using such automatic accessories as the No. 751 Semaphore. Includes necessary power leads. Packed 24 per carton. Shipping weight 6 lbs.

AMERICAN FLYER RUBBER ROADBED An American Flyer exclusive. Makes track resemble real life two-rail right-of-way. Deadens sound of running trains, a wonderful for apartments, small homes etc. (Non-skid design.) American Flyer 3 10" "S" Gauge) tracks slip into recessed slots.

No. 726 [illegible] Packed 48 per carton. Shipping weight [illegible]

No. 727 Roadbed, curved, 10" Packed same as above.

No. 730 BUMPER Every model pike needs several of these realistic bumpers for dead end sidings. Snaps on to track quickly and easily. Has authentic recoil spring and warning light. Complete with 10" track section. Packed 6 per carton. Shipping weight 2½ lbs.



No. [illegible] Rubber Roadbed Straight
No. [illegible] Rubber Roadbed Curved

No. 730 Bumper

No. 731 PIKE PLANNING KIT Lay out simple or complicated American Flyer track systems in a matter of minutes, where formerly it took hours! One of model railroading's greatest books. Scaled one inch per foot. Big Pike Planning book lavishly illustrated, tells how to build and landscape a model railroad – how to make table, mountains, rivers, trees, wiring and dozens of other projects.

No. 731 Pike Planner

American Flyer RAILROAD ACCESSORIES

No. 5300T Miners Work Train

No. 740 Hand Car

No. 741 Hand Car & Shed

No. 759 Bell Danger Signal

No. 769A Revolving Airplane Beacon

No. 772 Water Tower

No. 774 Floodlight Tower

No. 5300T MINERS WORK TRAIN

WITH 45 WATT TRANSFORMER

No matter how big or how small your American Flyer model pike you'll want one of these fascinating Miners Work Trains with its worm-drive electric-powered Hand Car and three Tipple Cars. It's complete and all ready to set up and run, with 12 sections of Curved Track and a 45 Watt Transformer. Cars can be loaded with coal, ballast, or any ore-like material.

WORK TRAIN INCLUDES:

1 No. 740 Hand Car, 4⅛" long
12 sections No. 702 Two Rail "Y" Track,
3 Tipple Cars
1 No. 690 Lock-on Track Terminal
1 Instruction Sheet
1 No. 1½ Underwriters' Approved 45-Watt Transformer

TRAIN IS 16½" LONG. TRACK FORMS 120" CIRCLE.

No. 740 AMERICAN FLYER HAND CAR

Watch Mike and Ike pump this intriguing piece of rolling stock along the straightaway and around the bend! Powered by a Gilbert worm-drive electric motor, Hand Car will go fast or slow—and Mike and Ike pump accordingly. Colorfully finished in orange and black with red-white-and-blue emblem on the side. Measures 4" long.

No. 741 HAND CAR AND SHED

Real railroads keep their hand cars in sheds built especially for that purpose, handy to mainline tracks. Here's a complete such unit. Electric motored Hand Car, pressed steel House and half-track section. Car goes into Shed at night, in the morning wheel her out, lift onto mainline track and away she goes. Shed door slides open and shut; base is gray, trim is red and house white. 6⅞" long, 5¼" wide, 5" high. Hand Car 4½" long.

No. 759 BELL DANGER SIGNAL

Fascinating sound and action. Approaching train causes bell to set up a warning clang while red lights on Crossing stanchion flash on and off. Spot a couple of these at key grade crossings on your layout—for the latest in railroad safety devices! Base and lamp housing are die cast; house is pressed steel. Track trips included. 5" long x 2⅞" wide x 5" high.

No. 769A REVOLVING AIRCRAFT BEACON

For that final, authentic touch place a couple of these colorful Water Towers, with automatic action, near factories in your industrial setting. Tank, with striking red-and-white checker pattern, sits atop all-steel girder type structure. Shack mounted on base, is pressed steel finished in white with green roof. Approximately 12¾" high. Base measures 5" x 6". Packed 6 per carton. Shipping weight 6 lbs.

No. 772 AUTOMATIC WATER TOWER

Realistic structure which provides warning for low-flying aircraft—and adds interest and fun to your model railroad. Beacon revolves automatically, slowly swinging alternate red and green rays. Girder structure is all-steel; base is molded. Watchman's Shanty is pressed steel, colorfully finished. Stands 12" high, base 5" x 6". Packed individually and 6 per carton. Shipping weight 6 lbs.

No. 774 FLOODLIGHT TOWER

Wonderful for lighting up yard scene at night! Powerful new floodlights, mounted in double tier atop a steel girder-type structure, cast bright glow. Workman's Tool Shack at base is made of pressed steel. Approximately 11½" high, base is 5" x 6". Packed 6 per carton. Shipping weight 6 lbs.

No. 761 Semaphore

No. 583A Electric Crane

No. 758A "Sam, Semaphore Man"

No. 396 Water Tank

No. 751A Log Loader

No. 760 Flasher Signal

No. 592A Crossing Gate

No. 761 AUTOMATIC SEMAPHORE

Safeguard your trains the way real railroads do! Semaphore can be wired to provide an automatic block system control of two trains; when train nears, blade rises and light turns green. After train passes, blade drops and bull's eye becomes red, automatically causing "dead block" to halt following trains. Stands 7¾" high. Packed 6 per carton. Shipping weight 8 lbs.

No. 583A ELECTROMATIC CRANE

This big Crane will load and unload your open freight cars while you direct its movements by remote control. Powerful electro-magnet picks up steel scrap, hoists it into air and drops load into waiting car. Twin button control: one swings cab to left, other to right. Magnet, energized when button is held down, raises and lowers automatically. Heavy embossed steel accessory. 6" long x 4" wide x 11" high. Includes steel scrap, control unit and instructions. Car shown is NOT included. Packed 4 per carton. Shipping weight 12 lbs.

No. 758A SAM THE SEMAPHORE MAN

Here's tireless Sam, all set to guard against rail accidents on your American Flyer pike. Press operating button and, by remote control, Sam dashes out of shack, halting oncoming train. Press second button and Sam hustles back into house, enabling train to resume its trip. All-metal construction. 7¼" high. Packed 6 per carton. Shipping weight 11 lbs.

No. 396 OPERATING WATER TANK

Set up this realistic accessory in your yards for colorful railroad action. Press remote control button and spout lowers over tender; release button and spout snaps back to vertical position. Aircraft warning light and direction arrows on roof. Supports are simulated concrete piling. 6" x 6½" x 11". Packed 6 per carton. Shipping weight 12 lbs.

No. 751A OPERATING LOG LOADER

Load your freight cars by remote control! Two push buttons direct operations. First button activates elevator which lifts log and attaches it to overhead carriage. Second button operates mechanism which carries log to end of conveyor, where it drops into waiting car. Die cast girders; heavy embossed steel superstructure. 11" long x 8⅞" wide x 11½" high. Cars shown NOT included. Packed 1 per carton. Shipping weight 7 lbs.

No. 760 AUTOMATIC HIGHWAY FLASHER

Warns motorists of approaching trains. As train nears, red lights flash on and off, cease only after last car has passed. Accessory has heavy die cast base and lamp housing; cross arms and stanchion are steel. Includes pair No. 697 Track Trips. Stands 4⅞" high; base is 2⅛" square. Packed 6 per carton. Shipping weight is 11 lbs.

No. 566 WHISTLING BILLBOARD

Just the ticket for your non-whistling locomotives. Sound true-to-life long blasts and short toots by remote control. Mechanism concealed in housing. 4" x 7½" x 4". Packed 4 per carton. Shipping weight 6 lbs.

No. 592A CROSSING GATE

A necessity for all highway crossings on your model pike! Completely automatic in action. When train approaches gate lowers and red light goes on. After last car passes gate rises and light is extinguished. Includes No. 697 Track Trip. Measures 8⅛" long x 2⅛" wide. Packed 4 per carton. Shipping weight 10 lbs.

WOODBURY HARDWARE COMPANY

American Flyer RAILROAD ACCESSORIES

No. K766 Animated Station & Operating Car

No. K771 Operating Stockyard & Car

No. 50 District School

No. 612 Freight Station

K775 Loading Platform & Car

No. K766 ANIMATED STATION AND OPERATING COACH
Just like getting a bird's-eye view of a real station! Here's how it works: as train pulls into station tiny passengers—beautifully hand painted—impatiently stride about platform. When coach halts before Station you open car door and swing back exit gate. Immediately passengers board train, which resumes its trip. When train enters station the second time, passengers file out the door and down station ramp. Action is continuous and automatic. Platform made of pressed steel, colorfully finished. Includes Coach, Station, Twin-button Control, four hand-painted figures, power leads. Coach equipped with new Knuckle Coupler. Illustrated instructions. 13" long x 7⅛" wide x 3½" high.

No. 766 ANIMATED STATION AND OPERATING COACH
Same as above except Coach has American Flyer link couplers instead of Knuckle Couplers. Packed 1 per shipping carton.

No. K771 OPERATING STOCKYARD AND CAR
One of the most extraordinary accessories ever created! After switch is turned action is entirely automatic. Steers in stock yard pens mill about and move continuously. When one of the two exit gates is opened, cattle troop up ramp and into car. Stock car unloads by remote control when exit door is lined up with corral ramp.

Accessory can be operated in a variety of ways. Cattle in one pen keep moving constantly while animals in other pen are filing either into or out of car! Includes Knuckle Coupler Car, Stock Yard, track contact unit, twin button control, cattle and instructions. Measures 11" long, 10½" wide, 2⅜" high. Car is 7-13/16" long.

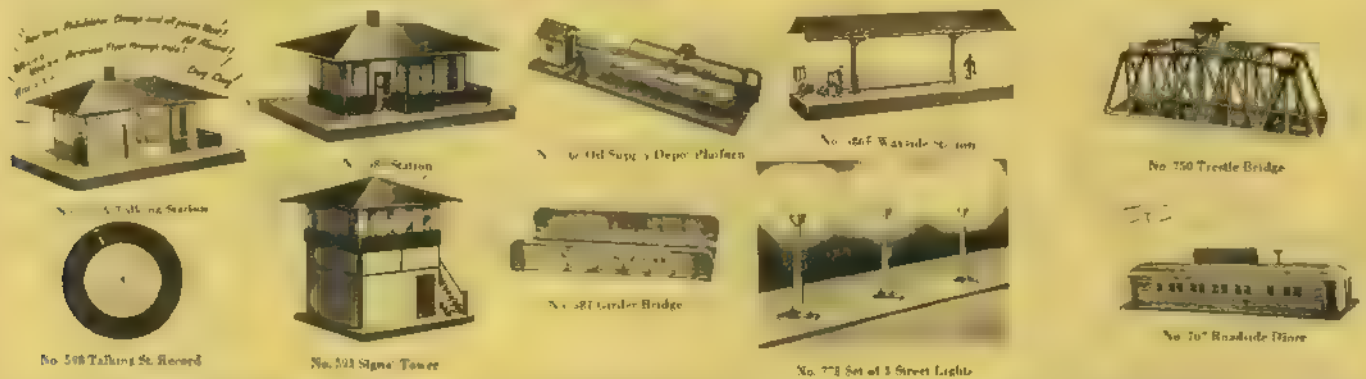
No. 771 OPERATING STOCKYARD AND CAR
Same as above except Car has American Flyer link couplers instead of railroad Knuckle Couplers. Packed 3 per carton. Shipping weight 12 lbs.

No. 50 DISTRICT SCHOOL
No rural scene is complete without an old fashioned little red schoolhouse. And here it is, with its familiar recess bell and multi-paned windows. Measures 6⅞" long x 5¼" wide x 5" high

No. 612 FREIGHT AND PASSENGER STATION
With the freight crane included with this station you can unload Gondola and Box Car right at railside! Boom raises and lowers; cab makes full swing. Station is illuminated. 19" x 8" x 5¼".

No. K775 BAGGAGE LOADING PLATFORM AND CAR
Here's a thrilling accessory that's all set to handle your rush rail shipments with ease—and all at the touch of a button. Die cast Packing Boxes are placed on loading ramp. Each time control button is pressed, a box is fed singly to trainman who lowers chute extension and sends the miniature crate into the Knuckle Coupler Box Car. Beautifully finished in realistic colors. Measures 7" long x 8½" wide x 3¾" high. Packed 3 per carton. Shipping weight 6 lbs.

No. 775 BAGGAGE LOADING PLATFORM AND CAR
Same as above except that Car has American Flyer link couplers instead of new Knuckle type



No. 598 Talking St. Record

No. 593 Signal Tower

No. 750 Trestle Bridge

No. 778 Set of 3 Street Lights

No. 767 Roadside Diner

No. 755A AUTOMATIC TALKING STATION
Don't confuse this remarkable American Flyer Talking Station with other kinds which do far, far less yet sell for the same price! When you press remote control button your train halts by itself in front of station. Then, as it waits, sounds issue from station: hissing steam, piston chugs, whistles, "all aboard for New York, Philadelphia, Chicago," etc. When sounds cease, train resumes trip—AUTOMATICALLY. Entire operation is electrical—no flashlight batteries required. Measures 6" x 12" x 8". Packed 1 per carton. Carton weight 8 lbs.

No. 598 TALKING STATION RECORD
Good for approximately 1,000 playings. For replacement of record in 755A Talking Station. Diameter is 4¾". Packed 6 per carton.

No. 589 PASSENGER AND FREIGHT STATION
Modeled after the combination stations seen in rural areas and way stops. Baggage door slides open and shut; waiting room door swings on hinges. Realistic windows finished in bright trim. Station fully illuminated. Measures 12" long x 8" wide x 6" high. Packed 3 per carton. Shipping weight 12 lbs

No. 593 SIGNAL TOWER
The nerve center of every train yard: the busy two-story Signal Tower where trains are routed on the maze of track that services big cities. Your American Flyer layout should have at least one of these authentically-scaled accessories. Has interior lighting, colorful enamel finish. Measures 7⅝" high x 5½" sq. Packed 4 per carton. Shipping weight 7 lbs.

No. 768 OIL SUPPLY DEPOT
An oil storage center suitable for your big rail terminals. Two scale model tanks, complete with feed lines and hose, mount on heavy metal base. Pump house also made of metal. Tanks have authentic GULF markings. Measures 12" x 4½" x 3". Packed 6 per carton. Shipping weight 9 lbs.

No. 581 GIRDER BRIDGE
Heavy die-cast bridge patterned after real railroad type. Slips under any straight track section. Can be used singly or in multiple. Measures 10" x 1¾" x 4⅝

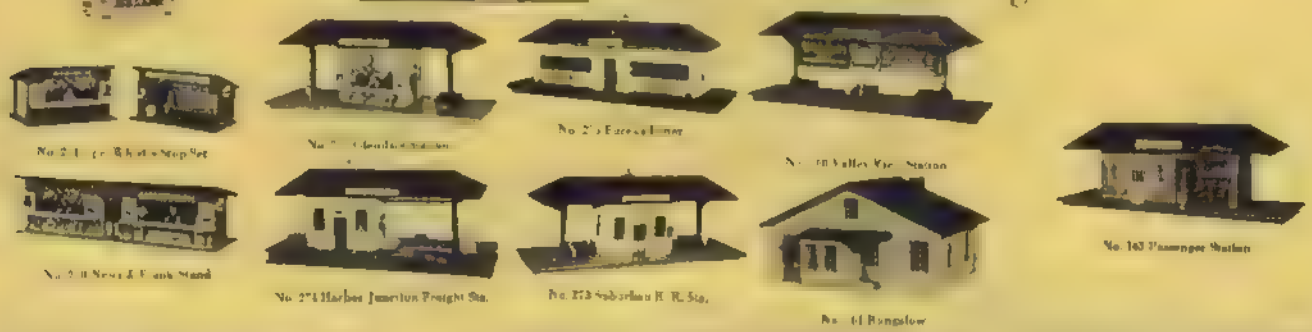
No. 586F WAYSIDE STATION
Just like the stations seen along suburban and commuter rail lines. Brightly finished in red, green and yellow. Heavy steel base; die cast supporting girders. Wealth of detail throughout. Twin bulbs cascade light from underside of roof. Includes redcap and baggage operator with truck. 12" long x 3¾" wide x 5" high. Packed 6 per carton. Shipping weight 12 lbs

No. 778 STREET LAMP SET
Dress up your model pike with these realistic street lamps. One has mail box, another a fire alarm box. Create striking night scenes; just the thing for roads, boulevards, parkways, etc. Set of three. 5½" high.

No. 750 TRESTLE BRIDGE
Heavy, rolled-steel bridge designed to span rivers and gorges on your model railroad. Bridge Tender's house is illuminated inside. 17¾" x 8¼" x 4¼".

No. 767 ROADSIDE DINER
No busy rail center is complete unless it has at least one of these familiar "bean wagons" where off-duty trainmen can gather. This colorful yellow and red accessory is fully illuminated and has inset windows and hinged doors. TV antenna adds up-to-date touch! 12" long x 3¼" wide x 5¼" high. Packed 6 per carton. Shipping weight 7½ lbs.

AMERICAN FLYER *model railroad buildings*



No. 271 3-PIECE "WHISTLE STOP" SET
Three units—Waiting Station, Newsstand and Refreshment Booth—will add life and appeal to any model train pike. Waiting Station even has tiny crumpled newspaper scattered carelessly on floor! Finished in realistic colors. Each piece measures 4½" long, 3" wide, 2½" high

No. 270 NEWS AND FRANK STAND
One look at this photograph tells the story of the minute detail of which it is made. Newsstand section at left is complete with miniature magazines, newspapers, posters and attendant. Hot Dog stand has miniature frankfurts, orangeade glass, cash register, etc. Colorfully finished in blue and yellow. 10¼" long, 3" wide, 2⅛" high.

No. 272 "GLENDALE" STATION AND NEWSSTAND
WITH ILLUMINATION
It even has a busy attendant all ready to sell his train passengers a glass of Cola, the latest paper or a magazine! Detail is scaled to perfection. Also has inside lighting, waiting bench, trash barrel and vending machine. Simulated planking and colorful finish. 11⅞" long, 3⅞" wide, 4½" high.

No. 274 HARBOR JUNCTION FREIGHT STATION
WITH ILLUMINATION
Small, imaginative details create atmosphere of great realism overhead bar-type hoist, flat crates stacked at random, sheets of plywood awaiting shipment, miniature freight scales and the busy station agent. Office has illumination inside. 12" long, 4" wide, 4½" high.

No. 275 ILLUMINATED "EUREKA" DINER
A masterpiece of detail and modeling! Diner has full interior lighting and is located on realistic grass plot Scale model figure of man is emerging from door. Billboards on back and Cola emblems on front add to realism. 12" long, 4" wide, 4" high. Choice of blue, red or green roof.

No. 273 SUBURBAN RAILROAD STATION
WITH ILLUMINATION
Perfectly scaled and detailed Complete with vending machine, transparent windows, clock, trash barrel and two benches, one of them occupied by shopper. Waiting room is illuminated. 11¾" long, 4" wide, 4¼" high. Choice of red, green or blue finish.

No. 160 ILLUMINATED STATION PLATFORM
You've seen stations like this along suburban and commuter rail lines Now you can have this beautifully handcrafted model for your own pike Platform is scribed to simulate planking; upright columns patterned after real wayside station type. Colorfully finished. 12" long x 4" wide x 4½" high.

No. 161 ILLUMINATED BUNGALOW
Add this scale model bungalow with its colorful blue roof to the suburban or rural areas of your American Flyer model railroad and see it take on new interest. House is illuminated inside (wonderful at night!) and has opaque paned windows. 8" long x 6" wide x 4" high.

No. 163 ILLUMINATED "FLYERVILLE" STATION
Typical rural railroad station, complete with weather shelter (even has crumpled newspaper on floor!), waiting bench, vending machine, trash barrel and train bulletin. Ticket office is illuminated and has opaque windows. Simulated planked platform. 11⅞" long x 4" wide x 4⅜" high.

No. 166 ILLUMINATED CHURCH
Winter or summer, spring or fall, country or city – no model pike setting is complete without a church And this one, with interior lighting, is a fine example of minute craftsmanship, with its simulated stained glass windows and scale model bell tower. 9" long x 5½" wide x 8" high.

No. 167 ILLUMINATED TOWN HALL
No American community is complete unless it has a Town Hall where selectmen meet, councils are held and voters register. And your model railroad is no exception. This Town Hall, with interior lighting, is beautifully made and will be a striking addition to your pike. 9¾" long x 6⅝" wide x 6⅞" high.

No. 164 RED BARN
Just the accessory for that farmland or dairy setting! Typical old fashioned red barn with authentic gambrel roof plus block and tackle for hoisting hay to the loft. Windows along the side are accurate cow-stall type. Note ventilators at top. 10¾" long x 6⅝" wide x 6⅞" high

No. 165 ILLUMINATED GRAIN ELEVATOR
Every Midwesterner will recognize the familiar Grain Elevator with its multi-roof design and elevated storage capacity. This American Flyer model, complete with lighting inside, will add much interest to your pike when it's spotted at railside for quick grain shipments. Approximately 9" high, 7" long and 5" wide.

No. 168 ILLUMINATED HOTEL
This intriguing country hotel has a porch on three sides that brings back the days of ladder-back rockers and swinging hammocks. With its interior lighting, the hotel is especially realistic when seen at night or twilight created by extinguishing or dimming your overhead lights. Windows have simulated panes. 10" long x 6⅞" wide x 5⅞" high.

No. 162 ILLUMINATED FACTORY
Here's an accessory you'll want to place among your railside industrial setting or near a busy terminal. It's typical of small manufacturing establishments with its "grew-like-Topsy" architecture. Has interior illumination. 9¾" long x 4¼" wide x 5¾" high.

WOODBURY HARDWARE COMPANY

American Flyer RAILROAD ACCESSORIES

No. 780 R. R. Trestle

No. 781 R. R. Abutment Set

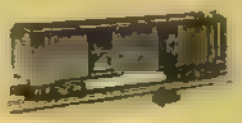
No. 25 Smoke Cartridges

No. 26 Service Kit

No. 1 Figure Set

No. 249 Tunnel

No. 466 Lamp Assortment



No. 933 Auto Log Unloading Car

No. 918 Mail P. Up Car

No. 919 New Ai. Dump Car

No. 915 Unloading Car

No. 2 Imitation Coal

No. 22 Scenery Gravel

No. 23 Artificial Coal

No. 21A Imitation Grass

No. 29A Imitation Snow

No. 780 RAILROAD TRESTLE SET – Makes model railroading twice the fun! Molded abutments resemble girder construction: American Flyer "S" Gauge curved or straight track sections recess into slots and lock into position with clips. Quick and easy to set up. Trestle rises to 5" at highest point. Can be arranged in Figure 8 and Oval (as above) or variations. Requires 26 track sections. Set consists of 24 abutments.

No. 781 RAILROAD ABUTMENT SET Send your American Flyer freight and passenger trains climbing up and around this realistic Abutment set made of massive, stone-like material that resembles smooth concrete. Set includes 48 pieces: 30 large, 6 three-quarter size, 6 half size and 6 one-quarter size. Highest abutment is 3¾". Each one is 2½" long x 1" wide. Set requires 26 track sections.

No. 21A IMITATION GRASS – For making landscapes of great beauty and realism. Scatter loose over layout or sprinkle over tacky green paint. Approximately half pound. Packed 50 per carton. Shipping weight 25 lbs.

No. 22 SCENERY GRAVEL – Designed especially to create country roads, driveways, city park bridle lanes, etc., on your model pike. Packed 25 per carton. Shipping weight 35 lbs.

No. 23 ARTIFICIAL COAL – Clean and dustless. Ideal for use with hopper and gondola cars. Packed 25 per carton. Shipping weight 6 lbs.

No. 28A TRACK BALLAST – Adds realism to track. Ground finely, to scale. Realistic gray shade. Packed 24 per carton. Shipping weight 45 lbs.

No. 29A IMITATION SNOW – Make dazzling white snow scenes of breathtaking beauty! Clean, white, flaky. Large bag.

No. 25 SMOKE CARTRIDGES – Produces thick, clean, white Smoke in few seconds. Harmless if swallowed accidently. Cannot hurt walls, draperies, fabrics, etc. For all smoke-puffing locomotives shown in this catalog. Doz. cartridges in box. Packed 36 per carton. Shipping weight 6 lbs.

No. 26 SERVICE KIT – Indispensable kit for every model railroader. Contains can of track cleaning fluid, bottle of train motor oil, tube of gear-and-stud grease, cleaning brush, sanding sticks, commutator stick, tube cleaners, cloth and 12-page instruction manual. Packed 12 per carton.

No. 249 RAILROAD TUNNEL – Beautifully molded in many colors. Scene includes house, winding road, etc. 11½" long. Packed 6 per carton. Shipping weight 21 lbs.

No. 34 25-PIECE RAILROAD FIGURE SET – Locate these signs and miniature figures (they're scaled for "S" and "O" Gauge) around your model railroad and see how it adds to the interest! Includes trainmen, railroad track workers, passengers, station benches, mailbox, hydrant, trash can and yard signs. Figures are die cast and all are colorfully hand painted.

AMERICAN FLYER LAMPS (Complete assortment: No. 460) Lamps, which may be purchased separately from your American Flyer dealer, are used as follows: No. 440, all Locomotives, 592A Gate; 441 and 443, Switches; 442, 774 Tower; 444 Stations and Cars; 451, 579 Light; 452, 758A Semaphore, 453, 720A Switches; 454 Transformers; 455, 730 Bumper; 760 Flasher; 461, 769A Beacon.

INDIVIDUAL LAMPS

No.	Volts	Color	No.	Volts	Color
440	14	Clear	451	18	Frosted
441	18	Red	452	14	Clear
442	6-8	Clear	453	18	Clear
443	18	Green	454	6-8	Clear
444	18	Clear	455	14	Red
			461	14	Clear

No. 733 OPERATING BAGGAGE CAR
Entire action by remote control. Packing crates load through door at left and are then carried by roller conveyor to baggage-man at other end. Each time control button is pressed he pitches crate out of door. Car holds 4 crates. Ideal for use with No. 770 Loading Platform. 10¾" long. Boxed individually and packed 3 per carton. Shipping weight 4 lbs.

No. 934 LOG UNLOADING CAR
Here's the car you'll want for those logging operations in the "big timber" country. When you touch the remote control button the bottom tilts up, the sides lower and out spill the logs. Chassis is heavy die casting body and stakes are pressed steel. Automatic track section included. Car is equipped with railroad type Knuckle Couplers. 7¾" long. Boxed individually and packed 3 per carton. Shipping weight 5 lbs.

No. 934 LOG UNLOADING CAR Same as above except has American Flyer Link Couplers.

No. 924 OPERATING BOX CAR
Your rail terminals will have all the hustle and bustle of a real freight yard when this remote [illegible] goes into action. Sliding door opens through [illegible] when you press button. Has separate [illegible] Knuckle Couplers. 7 3 16" long. Boxed individually and packed [illegible] per carton. Shipping weight [illegible].

No. 734 OPERATING BOX CAR Same as above except equipped with American Flyer Link Couplers.

No. 918 MAIL PICK UP CAR
Action and [illegible] just like real railway post office cars in our limiteds, this American Flyer rolling stock takes aboard one sack of mail while it tosses out another. Works by remote control at all speeds. Track section, stanchion and two sacks included. 10¾" long. Boxed individually and packed 3 per carton. Shipping weight 7 lbs.

No. 718 MAIL PICK-UP CAR Same as above except has American Flyer Link Couplers.

No. 919 OPERATING DUMP CAR
Load coal, ballast, ore, slag, etc. and dump it by remote control! Body tilts, sides lower and contents slide out. Heavy die-cast chassis. Bin, artificial coal, control units, etc. included. Car is equipped with railroad type Knuckle Couplers. 6¾" long. Boxed individually and packed 3 per carton. Shipping weight 4 lbs.

No. 719 OPERATING DUMP CAR Same as above except has American Flyer Link Couplers.

No. 915 UNLOADING CAR
You can have endless hours of fun with this action car! Even though the car is far away you press the remote control button and the platform swings around to tip up and the auto rolls down the incline. Heavy steel construction, beautifully finished. Includes automatic track section, controls, etc. Car is equipped with railroad type Knuckle Couplers. 7¾" long. Boxed individually and packed 3 per carton. Shipping weight 4 lbs.

No. 715 UNLOADING CAR – Same as above except has American Flyer Link Couplers.

American Flyer
FREIGHT CARS

No. 632 Hopper Car

No. 920 Southern Gondola

No. 625 Tank Car

No. 928 Log Car

No. 613 G.N. Box Car

No. 921 C.B.&Q. Hopper Car

No. 922 GAEX Box Car

No. 924 Cement Car

No. 929 Cattle Car

No. 632 HOPPER CAR
"Old Reliable" of the freight car fleet! Load 'er up with coal, ore, slag or crushed stone. Journal boxes nickel-plated. 6⅛" long. Boxed individually and packed 6 per carton. Shipping weight 3 lbs.

No. 913 GREAT NORTHERN R.R. BOX CAR
All ready for shipments of anything from bolts to bicycles, from desks to dishwashers, this Great Northern Railway Box Car will be a real addition to your freight fleet. Complete detail. Note Knuckle Couplers and new truck sides. 7-13/16" long.

No. 613 GREAT NORTHERN R.R. BOX CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 920 SOUTHERN R.R. GONDOLA
One of the most useful cars in any freight haul. This scale model gondola, with authentic Southern Railroad markings, has roomy loading area. Complete with Knuckle Couplers and new truck sides. 8" long.

No. 620 SOUTHERN R.R. GONDOLA *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 921 BURLINGTON R.R. HOPPER
Railroad fans from western Burlington R.R. routes will be familiar with this highly detailed CB & Q Hopper Car, complete with a load of realistic simulated coal. Car has Knuckle Couplers and new truck sides. 6⅛" long.

No. 922 "GAEX" BOX CAR
Scale model copy of the famous General American Evans Corporation box cars leased to railroads throughout the country. Wealth of detail. Finish is dark r.r. green with yellow lettering and striping. Note "DF" damage-free lettering which refers to interior construction. Car has Knuckle Couplers. 7-13/16" long.

No. 622 "GAEX" BOX CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 924 CEMENT CAR
This is the type of car real railroads use to make bulk shipments of cement and this American Flyer model is a perfect scale model copy. Roof loading hatches, rivet heads, ladders and other detail are faithfully reproduced. Has Jersey Central R.R. markings. Complete with Knuckle Couplers. 6⅛" long.

No. 624 CEMENT CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 925 TANK CAR
Just like the real-life tankers which carry oil to the refinery. Tank carries authentic GULF emblem, finished in color. Heavy chassis for low center of gravity; tank has molded rivet heads and other detail. Car has railroad type Knuckle Couplers. 7⅛" long. Boxed individualy and packed 6 per carton. Shipping weight 4 lbs.

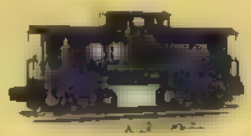
No. 625 TANK CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 928 LOG CAR
Carries six realistic logs, similar to big timber milled in the Northwest. Car has heavy, minutely detailed chassis. Car has railroad type Knuckle Couplers. 8⅛" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 628 LOG CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 929 CATTLE CAR
Accurate 3/16" scale model of the cattle car used to transport prime steer to stockyard centers. Doors slide open and shut. Car has railroad type Knuckle Couplers. 7-13/16" long. Boxed individually and packed 6 per carton. Shipping weight 5 lbs.

No. 629 CATTLE CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.


No. 930 Caboose

No. 913 Box Car—white

No. 940 Wabash Hopper—black

No. 947 Refrigerator Car

No. 931 Gondola

No. 937 M.K.T. Box Car

No. 941 Frisco Gondola

No. 930 ILLUMINATED CABOOSE
There's no finer "shanty" made than this jaunty illuminated red caboose, all set to ride the rear of one of your freight trains. A replica in miniature of the kind used by major U. S. railroads. Car has railroad type Knuckle Couplers. 6" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 630 ILLUMINATED CABOOSE *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 931 GONDOLA CAR
Carries heavy loads of scrap, coal, stone, etc., with ease. Beautifully molded detail, including exterior ribs, rivet heads, braces, steps and hand rails. Car has real railroad type Knuckle Couplers. 8" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 631 GONDOLA CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 933 BOX CAR
The versatile box car—backbone of your freight train! Here it is, made to 3/16" scale from real railroad blueprints. Sliding doors. Car has railroad type Knuckle Couplers. 7-13/16" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 633 BOX CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 937 M.K.T. BOX CAR
Exact replica, scaled down, of famous Missouri, Kansas, Texas R.R. box car. Doors slide open for loading. Car has railroad type Knuckle Couplers. 7-13/16" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 637 M.K.T. BOX CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 940 WABASH R.R. HOPPER
Your American Flyer Freight Division should have several of these big-capacity Hopper Cars, all ready to carry coal, ore or other material. Has wealth of detail and realistic markings. Car has railroad type Knuckle Couplers. 6⅛" long.

No. 640 WABASH R.R. HOPPER *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 941 FRISCO LINES GONDOLA
You may want to carry a shipment of generators, or possibly a load of girders, on a cross-country haul. Whatever it is, this rugged Frisco Gondola will do the job. Complete prototype detail, including Knuckle Couplers and sintered iron truck sides. 8" long.

No. 641 FRISCO LINES GONDOLA *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 947 REFRIGERATOR CAR
Latest type refrigerator sliding doors open for cargo loading. Simulated icing hatches on roof are minutely detailed. Car body is finished in railroad orange, roof and dreadnaught ends are Tuscan red. Car has railroad type Knuckle Couplers. 7-13/16" long. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 647 REFRIGERATOR CAR *(Not illustrated)*—Same as above except has American Flyer Link Cou-

American Flyer SPECIAL PURPOSE CARS

No. 643 Circus Flat Car

No. 934 Floodlight Car

No. 946 Power Floodlight Car

No. 944 Wrecking Crane Car

No. 945 Comb. Boom & Work Car

No. 936 Depressed Center

No. 948 Track Cleaning Car

No. 643 CIRCUS FLAT CAR
Wagons have miniature animals inside. Chassis enameled circus yellow. Car has railroad type Knuckle Couplers. Boxed individually and packed 6 per carton. Shipping weight 4 lbs.

No. 934 FLOODLIGHT CAR
For night trackside projects or a tough after-dark derailing operation this flat car with its giant floodlight is indispensable. Light turns in almost 360° circle and swivels up or down. Has Knuckle Couplers and new truck sides. 8¾" long.

No. 634 FLOODLIGHT CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 936 DEPRESSED CENTER FLAT CAR
Big, heavy highly-detailed flat car carries huge reel of simulated steel cable lashed to body. Car has railroad type Knuckle Couplers. 10 1/2" long. Boxed individually and packed 6 per carton. Shipping weight 8 lbs.

No. 636 DEPRESSED CENTER FLAT CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 946 POWER FLOODLIGHT CAR
Casts brilliant flood of light over unloading or other type of scene. Giant floodlight swivels in circle and tilts up or down. Car has railroad type Knuckle Couplers. 10 1/2" long. Boxed individually and packed 6 per carton. Shipping weight 11 lbs.

No. 646 POWER FLOODLIGHT CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 948—TRACK CLEANING CAR
Not only will it add to the appearance of your freight or work train but it keeps running rails clean. Has four felt track wipers; two leading wipers are saturated with cleaning fluid (No. 27 Track Cleaner recommended) to clean rails. Two trailing wipers then dry track. Car has railroad type Knuckle Couplers. 10 1/2 long. Boxed individually and packed 6 per carton. Shipping weight 8 lbs.

No. 648 TRACK CLEANING CAR *(Not illustrated)*—Same as No. 948 except has American Flyer Link Couplers.

No. 944 OPERATING WRECKING CRANE
With its massive boom and double-parted block and tackle, this rugged Crane giant can actually lift up derailed locomotives and cars. Hook raises and lowers manually, another manual operation lifts or drops boom. Car has railroad type Knuckle Couplers. 13 1/2" long. Boxed individually and packed 6 per carton.

No. 644 OPERATING WRECKING CRANE *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 945 WORK AND BOOM CAR
Ideal companion car for Wrecking Crane. Modeled after real railroad crane tenders. Side stakes removable. Lavish detail. Car has railroad type Knuckle Couplers. 8¾" long. Boxed individually and packed 6 per carton. Shipping weight 7 lbs.

No. 645A WORK AND BOOM CAR *(Not illustrated)*—Same as above except has American Flyer Link Couplers.

No. 650 Coach

No. 652 Pullman

No. 651 Baggage

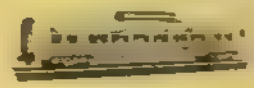
No. 653 Baggage & Club

American Flyer PASSENGER CARS

No. 954 Observation

No. 960 Baggage & Pullman

No. 961 Streamlined Coach



No. 962 Pullman with Vista dome

No. 963 Streamlined Observation

No. 650 ILLUMINATED COACH
Scale model miniature of the coaches used on fast Boston-New York runs by the New York, New Haven & Hartford Railroad. Four wheel trucks. Red or green finish. 10½" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 651 BAGGAGE CAR
Patterned after the famous Railway Express Agency cars. Roof detail includes ventilators; chassis rides on double sintered iron trucks. Red or green finish. Equipped with railroad type Knuckle Couplers. 10⅜" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 651 BAGGAGE CAR—Same as above except has American Flyer Link Couplers. Red or Green finish. *(Not illustrated)*

No. 952 ILLUMINATED PULLMAN
A real masterpiece of scale modeling! Detail even includes imitation shades in inset windows! Lounge windows are opaque, as on real cars. Fully lighted inside. Accurate 3/16" scale throughout. Double sintered iron trucks. Choice of either red or green finish. 12" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 652 ILLUMINATED PULLMAN—Same as above except has American Flyer Link Couplers. *(Not illustrated)*

No. 953 BAGGAGE AND CLUB CAR
Companion car to No. 952 and 954 Observation. Baggage door slides open to receive cargo, door at passenger end is hinged for opening and closing. Has railroad type Knuckle Couplers. Red or green finish. 12" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 954 OBSERVATION CAR
Rooftop is bright finished; steps, double sheet windows, ringed open and close doors, imitation window shades and other details make this illuminated car a real buy. Sintered iron trucks. Has railroad type Knuckle Couplers. Red or green finish. 12" long. Boxed individually and packed 3 per carton. Shipping weight 3 lbs.

No. 960 BAGGAGE AND CLUB CAR
A real beauty—aluminum finish body and heavy metal chassis features modern, up-to-date styling. Made to resemble the gleaming stainless steel baggage and club cars used by the New York Central, the New York, New Haven & Hartford and other railroads. Passengers are silhouetted in window interior lighting. Equipped with railroad type Knuckle Couplers. 12½" long. Boxed individually and packed 3 per carton. Shipping weight 3½ lbs.

No. 961 STREAMLINED COACH
Big wide picture windows where your passengers (they're silhouetted inside!) can relax and enjoy the scenery. Bright aluminum finish body, on heavy chassis resembles stainless steel de luxe coaches. Streamlined sides and top are corrugated. Illuminated inside. Die cast trucks beautifully detailed. Has railroad type Knuckle Couplers. 12½" long. Boxed individually and packed 3 per carton. Shipping weight 3½ lbs.

No. 962 VISTA DOME PULLMAN CAR
Intricately detailed model of the car which has created a sensation on real life railroads. Observation dome on roof enables passengers to view entire train and countryside. Body has bright aluminum finish with streamlined corrugated sides and top. Heavy chassis, die cast trucks. Silhouetted passengers. Full illumination. 12½" long. Boxed individually and packed 3 per carton. Shipping weight 3½ lbs.

No. 963 STREAMLINED OBSERVATION
Here's the finest most luxurious passenger car ever made! Built to accurate 3/16" scale, it has the full sweep and length of real observations. "Boat tail" and gracefully rounded, windows are extra large. Red warning light on rear is illuminated. Fully lighted inside. Silhouetted passengers. Die cast trucks minutely detailed. Has railroad type Knuckle Couplers. 12½" long. Boxed individually and packed 3 per carton. Shipping weight 3½ lbs.

American Flyer ORDER FORM

QUANTITY	No.	Article	No. Appr. To Car	Appr. Car. Wgt.	Schedule A Fair Trade Retail Price
	*D 699	Gilbert and American Flyer Catalog			Net Price
	5300T	Miners Work Train w/Trans.	9	12	$14.95
	5301T	Crusader Art. Freight CC w/Trans.	3	22	18.95
	5306T	Silver Bullet Pass. CC6S w/Trans.	3	27	23.50
	5311T	Black Diamond Art. Pass. CC6S w/Trans.	3	29	25.95
	5312T	Black Diamond Art. Frt. CC6S w/Trans.	3	33	25.95
	5317T	GM Diesel Sw.-Work Train w/Trans.	3	35	28.50
	5322T	Mountaineer Pas. Pass. CC6S w/Trans.	3	45	36.00
	5323T	Mountaineer Pac. Frt. CC6S w/Trans.	3	45	36.00
	K5328	Meteor Pas. Pass. CC6S Knuckle Couplers Pull-Mor	2	27	38.75
	K5329	Meteor Pac. Frt. CC6S K Cplrs. Pull-Mor	2	34	38.75
	K5334T	Silver Comet Diesel Pass. Knuckle Couplers w/Trans.	2	35	44.00
	K5335T	Silver Comet Diesel Frt K Cplrs. w/Trans.	2	37	44.00
	K5340T	Yard King Set & Work Tr. CC6S Knuckle Couplers Pull-Mor w/Trans.	2	40	51.80
	K5345W	Trail Blazer Pac. Pass. CC6S-Knuckle Couplers-Wh Pull-Mor	2	31	51.95
	K5346W	Trail Blazer Pac. Frt. CC6S-Knuckle Couplers-Whistle-Pull-Mor	2	41	51.95
	K5351W	Pacemaker Mod. Pass.-CC6S-Knuckle Couplers-Whistle-Pull Mor	1	20	54.50
	K5352W	Pacemaker Mod. Frt.-CC6S Knuckle Couplers-Whistle-Pull-Mor	1	21	54.50
	K5357W	Challenger U.P. Pass.-CC6S Knuckle Couplers Whistle Pull-Mor	1	19	59.50
	K5358W	Challenger U.P. Frt.-CC6S-Knuckle Couplers-Whistle-Pull Mor	1	18	59.50
	K5363W	Silver Rocket Diesel Frt. Whistle Knuckle Couplers	1	17	61.50
	K5364W	Silver Rocket Diesel Pass. Whistle Knuckle Couplers	1	16	61.50
	K5368WT	Silver Flash Diesel Frt. Whistle Knuckle Couplers w/Trans	1	21	64.50
	K5369WT	Silver Flash Diesel Pass. Whistle Knuckle Couplers w/Trans.	1	19	64.50
	K5374W	Chief Diesel Frt Whistle Knuckle Couplers	1	22	71.50
	K5375W	Chief Diesel Pass. Whistle Knuckle Couplers	1	21	71.50
		LOCOMOTIVES AND TENDERS			
	293	Pac. N.H. CC6S-Knuckle Couplers Pull-Mor	1	5	28.50
	316	Penn K5 CC6S-Whistle Knuckle Couplers Pull-Mor	1	6	38.50
	326	Hudson CC6S-Whistle Knuckle Couplers-Pull-Mor	1	6	43.50
	336	U.P. CC6S Whistle Knuckle Couplers-Pull-Mor	1	7	48.50
	343	Mkt.Pl Switcher-CC6S-Knuckle Couplers-Pull-Mor	1	5	33.50
	375	GM Diesel Switcher-Whistle-Knuckle Couplers	1	5	38.50
	486	Silver Comet Diesel-A Unit	1	5	30.50
	4713	Chief Diesel -A B-A Units-K.C. Wh.	1	7	50.50
	4745	Rocket Diesel -A-A Units-K.C. Whistle	1	6	43.50
	4778	Silver Flash Diesel A-B Units Knuckle Couplers-Whistle	1	6	43.50

QUANTITY	No.	Article	No. To Car	Appr. Car. Wgt.	Schedule A Fair Trade Retail Price
		TRANSFORMERS			
	48	Transformer — 100W-60C	6	29	10.45
	158	Transformer — 110W-60C	6	40	16.75
	168	Transformer — 190W-60C Single Control	4	29	20.95
		Transformer — 190W-60C Dual Control	1	12	25.95
	198	Transformer — 300W-60C Single Control	1	10	31.00
		Transformer — 300W-60C Dual Control	1	14	36.50
	13	Circuit Breaker			1.75
		TRACK EQUIPMENT			
	690	Track Terminal	12	1	.20
	691	Steel Track Pins	144	1	.15
	692	Fibre Pins	48	½	.15
	693	Track Locks	144	2	.30
	694	Pr. Tracks	6	2	1.00
	697	Auto. Track Trip	12	1	1.50
	698	Reverse Loop Kit	6	2	1.75
	700	Straight Track	144	18	.25
	701	½ Sec. Str. Track	12	1	.25
	702	Curved Track	48	6	.25
	703	½ Sec. Curved Track	12	1	.25
	706	R.C. Uncoupler	6	3	2.60
	709	Lock-out Eliminator			1.50
	720A	R.C Switches	3	11	14.75
	678	L.H. Single Switch	6	9	9.40
	679	R.H Single Switch	6	9	9.40
	722A	Manual Switches	6	14	9.40
	668	L.H. Single Manual Switch	6	9	5.75
	669	R.H. Single Manual Switch	6	9	5.75
	725	RR Crossing	3	8	2.60
	726	Rubber Roadbed — Straight	48	11	.30
	727	Rubber Roadbed — Curved	48	11	.30
	730	Bumper	6	5	1.25
	*731	Pike Pioneer	12	5	1.00
	*780	RR Trestle	6	15	8.35
	*781	RR Abutment Set	1	10	8.35
	*782	36 pcs. 1¼" Abutment Sections	1	10	7.00
	*790	3 Dimensional Scenic Traincrome	6	28	10.45
		EQUIPMENT			
	21A	Imitation Grass	50	28	.50
	22	Scenery Gravel	25	35	.30
	23	Imitation Coal	25	13	.40
	25	Smoke Cartridge	36	5	1.25
	26	Service Kit	12	12	1.50
	27	Track Cleaning Fluid	24	21	.50
	28A	Ballast	24	45	.50
	29A	Snow	24	6	.50
	34	25 pc. RR Figure Set	6	12	5.20
	249	Tunnel	6	30	3.65
	50	District School	4	7	3.10
	778	Set of 3 Street Lights	12	6	3.15
	160	Valley View Station	6	9	3.19
	270	Comb. News & Frank Stand	6	5	3.15
	769A	Rev. Airplane Beacon	6	6	4.15
	768	Oil Supply Depot Pike	6	8	4.15
	586F	Wayside Station	6	11	4.15
	161	Bungalow	6	8	4.20
	162	Factory	6	10	4.20
	271	3 pc. Whistle Stop Set	6	7	4.20
	272	Station & News Stand	6	7	4.20
	273	Suburban RR Station	6	9	4.20
	274	Freight Station	6	8	5.25
	163	Comb. Pass. Sta. and Outside Waiting Room	6	9	5.25
	164	Barn	6	7	5.25
	165	Grain Elevator	6	10	5.25
	767	Roadside Diner	6	8	5.25
	774	Floodlight Tower	6	6	5.25
	275	Diner	6	7	5.75
	166	Church	6	8	6.25
	167	Town Hall	6	10	6.25
	168	Hotel	6	8	6.25
	593	Signal Tower	4	7	6.25
	596	Water Tank	6	18	6.25
	772	Water Tower	6	6	6.25
	566	R.C. Whistle	4	7	7.30
	589	Passenger Station	3	12	7.30
	612	Freight Station	1	5	8.35
	740	Hand Car	12	10	8.35
	741	Hand Car & Shed	4	11	10.45
	581	Girder Bridge	4	8	1.95
	750	Trestle Bridge Lighted House	2	7	4.20
	592A	Crossing Gate	6	7	8.35
	758A	Sam the Semaphore Man	6	11	9.40
	759	Ball Danger Signal	12	15	5.20
	760	Flasher Signal	6	6	3.10
	761	Auto. Semaphore	6	8	6.85
	583A	Electric Crane	4	14	12.95
	765	Animated Sta. & Oper. Car	6	20	14.50
	K766	Animated Sta. & Oper. Car	6	20	15.70
	771	Oper. Stock Yard & Car	3	14	14.50
	K771	Oper Stock Yard & Car	3	14	15.70
	775	Loading Platform & Car	3	12	14.50
	K775	Loading Platform & Car	3	12	15.70
	751A	Auto. Log Loader	1	7	20.95
	755A	Talking Station	1	6	20.95
	598	Talking Station Record	6	2	.85

QUANTITY	No.	Article	No. To Car	Appr. Car. Wgt.	Schedule A Fair Trade Retail Price
		ACTION CARS			
	714	Auto. Log Unloading Car	3	5	5.75
	914	Auto Log Unloading Car	3	5	6.85
	715	Unloading Car	3	4	5.75
	915	Unloading Car	3	4	6.85
	718	Mail Pick-up Car	3	5	6.85
	918	Mail Pick-up Car	3	5	7.95
	719	New Auto Dump Car	3	5	7.95
	919	New Auto Dump Car	3	5	8.95
	732	Auto. Baggage Car	3	6	7.95
	734	Operating Box Car	3	6	7.95
	974	Operating Box Car	3	6	8.95
		3/16" ROLLING STOCK			
	613	GN Box Car	6	4	3.65
	913	GN Box Car	6	4	4.65
	620	Southern Gondola Car	6	3	3.15
	920	Southern Gondola Car	6	3	4.20
	92	CB&Q Cool Car	6	4	5.20
	622	GAEX Box Car	6	4	3.65
	922	GAEX Box Car	6	4	4.65
	924	Cement Car	6	4	5.20
	625	Tank Car	6	4	3.65
	925	Tank Car	6	4	4.65
	628	Log Car	6	6	3.65
	928	Log Car	6	6	4.65
	629	Cattle Car	6	4	3.95
	929	Cattle Car	6	4	5.00
	630	Caboose w/Light	6	4	3.65
	930	Caboose w/Light	6	4	4.65
	631	Gondola	6	3	3.15
	931	Gondola	6	3	4.20
	632	Hopper Car	6	3	3.65
	633	Box Car — White	6	4	3.65
	933	Box Car — White	6	4	4.65
	634	Floodlight Car	6	6	5.20
	934	Floodlight Car	6	6	6.25
	636	Depressed Center Car	5	4	4.65
	936	Depressed Center Car	3	4	5.75
	637	MKT Car	6	4	3.65
	937	MKT Car	6	4	4.65
	640	Wabash Hopper — Black	6	3	3.65
	940	Wabash Hopper — Black	6	3	4.65
	641	Frisco Gondola	6	3	3.15
	941	Frisco Gondola	6	3	4.20
	643	Circus Flat Car	6	4	3.65
	644	Wrecking Crane Car	3	6	7.30
	944	Wrecking Crane Car	3	6	8.35
	5A	Comb. Boom & Work Car	6	6	5.20
	945	Comb. Boom & Work Car	6	6	6.25
	646	Power Floodlight Car	3	4	6.85
	946	Power Floodlight Car	3	4	7.95
	647	Refrigerator Car	6	4	3.95
	947	Refrigerator Car	6	4	5.00
	648	Track Cleaning Car	3	3	5.75
	948	Track Cleaning Car	3	3	6.85
		PASSENGER CARS			
	650R	Coach (Red	3	3	4.20
	650G	Coach (Green)	3	3	4.20
	651R	Baggage (Red)	3	3	3.95
	951R	Baggage (Red)	3	3	5.00
	651G	Baggage (Green)	3	3	3.95
	951G	Baggage (Green	3	3	5.00
	652R	Pullman Red	3	3	6.25
	952R	Pullman Red	3	3	7.30
	652G	Pullman Green	3	3	6.25
	952G	Pullman Green	3	3	7.30
	953R	Baggage & Club (Red	3	3	7.30
	953G	Baggage & Club (Green)	3	3	7.30
	954R	Observation (Red	3	3	7.95
	954G	Observation Green	3	3	7.95
	960	Streamline Baggage & Pullman	3	4	8.35
	961	Streamline Coach	3	4	8.35
	962	Streamline Pullman w/Vista Dome	3	4	9.40
	963	Streamline Observation	3	4	9.40
		LAMPS			
	460	Lamp Assortment 54)	4	4½	13.50
	440	Clear 31	12	1	.75
	44	Red 31	12	1	.75
	442	Clear 32	12	1	.75
	443	Green 31	12	1	.75
	444	Clear 31	12	1	.75
	451	Frosted 1)	12	1	.35
	452	Mini Clear 1)	12	1	.65
	453	Clear (3)	12	1	.85
	454	Bayonet Clear 1)	12	1	.25
	455	Red .3)	12	1	.75
	461	Clear (3)	12	1	.75
		HO TRAINS AND EQUIPMENT			
	HO148	Penn Switcher Freight	4	30	29.95
	HO253	Roadside Diner	6	7	3.10
	HO258	Pass. Station	4	6	4.15
	HO262	RR Crossing	6	4	2.75
	HO264	½ Sec. Curved Track	12	1	.50
	HO268	R.C. Switches	3	4	19.50
	HO382	Curved Track w/Sleepers	48	5	.25
		CARS			
	HO119	Illinois Central Flat Car	6	4	3.40
	HO123	P.F. Express	6	4	3.40
	HO 24	M.D. Reefer	6	4	3.40
	HO 25	Tank — Shell	6	4	3.40
	HO 27	T & P Gondola	6	3	2.60
	HO 29	Transforme Car	6	4	3.40
	HO 33	Baggage	6	7	5.00
	HO106R	Bridge Kit	6	6	1.25
	HO390	Track Terminal			.20

TO SEAL—STAPLE OR SCOTCH TAPE.
NO ENVELOPE OR STAMP NECESSARY
FOLD, SEAL AND MAIL

DON'T FORGET THIS

Firm _____ City _____ State _____

Address _____ Signed _____ 19

FROM

TOWN STATE

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY ENVELOPE

First Class Permit No. 2449, Sec. 34.9, P. L. & R., Portland, Ore.

WOODBURY HARDWARE CO.

WHOLESALE HARDWARE

2262 N. W. Nicolai Street

Portland 10, Oregon

Fold on Line 1

Fold on Line 2

Fold on Line 3

American Flyer ORDER FORM

QUANTITY	No.	Article	No. Axles To Car	Axles Car Wgt.	Net Price
	*01699	Gilbert and American Flyer Catalog			Net Price
	5300T	Miners Work Train w/Trans.	3	12	$14.95
	5301T	Crusader Atl. Freight CC w/Trans.	3	22	18.35
	5306T	Silver Bullet Pass. CC6S w/Trans.	3	27	29.50
	5311T	Black Diamond Atl. Pass. CC6S w/Trans.	3	29	25.95
	5312T	Black Diamond Atl. Frt. CC6S w/Trans.	3	38	25.95
	5317T	GM Diesel Sw. Work Train w/Trans.	3	33	28.50
	5322T	Mountaineer Pac. Pass. CC6S w/Trans.	3	48	36.00
	5323T	Mountaineer Pac. Frt CC6S w/Trans.	3	45	36.00
	K5328	Meteor Pac. Pass. CC6S Knuckle Couplers Pull Mor	2	27	38.75
	K5329	Meteor Pac. Frt CC6S K Cplrs. Pull Mor	2	34	38.75
	K5334T	Silver Comet Diesel Pass. Knuckle Couplers w/Trans.	2	39	44.00
	K5335T	Silver Comet Diesel Frt. K. Cplrs. w/Trans.	2	37	44.00
	K5340T	Yard King Swt. & Work Tr CC6S Knuckle Couplers Pull-Mor w/Trans.	2	40	51.00
	K5345W	Train Blazer Pac. Pass. CC6S-Knuckle Couplers-Wh Pull-Mor	2	31	51.95
	K5346W	Train Blazer Pac. Frt. CC6S-Knuckle Couplers-Whistle-Pull-Mor	2	41	51.95
	K5351W	Pacemaker Hud Pass.-CC6S-Knuckle Couplers-Whistle-Pull-Mor	1	20	54.50
	K5352W	Pacemaker Hud. Frt.-CC6S-Knuckle Couplers-Whistle-Pull-Mor	1	21	54.50
	K5357W	Challenger U.P. Pass. CC6S-Knuckle Couplers Whistle-Pull Mor	1	19	59.50
	K5358W	Challenger U.P. Frt CC6S Knuckle Couplers Whistle-Pull-Mor	1	18	59.50
	K5363W	Silver Rocket Diesel Frt Whistle-Knuckle Couplers	1	17	61.50
	K5364W	Silver Rocket Diesel Pass. Whistle Knuckle Couplers	1	16	61.50
	K5368WT	Silver Flash Diesel Frt. Whistle Knuckle Couplers w/Trans.	1	21	64.50
	K5369WT	Silver Flash Diesel Pass. Whistle Knuckle Couplers w/Trans.	1	19	64.50
	K5374W	Chief Diesel Frt Whistle Knuckle Couplers	1	22	71.50
	K5375W	Chief Diesel Pass. Whistle-Knuckle Couplers	1	21	71.50
		LOCOMOTIVES AND TENDERS			
	253	Pac. N.H. CC6S Knuckle Couplers Pull-Mor	1	5	28.50
	316	Penn K5 CC6S Whistle Knuckle Couplers-Pull-Mor	1	6	38.50
	326	Hudson CC6S-Whistle Knuckle Couplers-Pull-Mor	1	6	43.50
	336	U.P. CC6S-Whistle-Knuckle Couplers-Pull-Mor	1	7	44.50
	343	NH1 PLSwitcher CC6S-Knuckle Couplers-Pull-Mor	1	5	33.50
	375	GM Diesel Switcher Whistle-Knuckle Couplers	1	5	38.50
	486	Silver Comet Diesel-A Unit	1	5	30.90
	4713	Chief Diesel -A-B-A Units K.C. Wh.	1	7	50.50
	4745	Rocket Diesel -A-A Units K.C. Whistle	1	6	43.50
	4778	Silver Flash Diesel A-B Units-Knuckle Couplers-Whistle	1	6	43.50

QUANTITY	No.	Article	No. Axles To Car	Axles Car Wgt.	Schedule A Fair Trade Retail Price
		TRANSFORMERS			
	90	Transformer 100W 60C	6	29	10.95
	150	Transformer — 150W 60C	6	40	16.75
	160	Transformer — 190W 60C Single Control	4	29	20.95
	180	Transformer — 190W 60C Dual Control	1	12	25.95
	190	Transformer — 300W 60C Single Control	1	10	31.00
	300	Transformer — 300W 60C Dual Control	1	14	36.50
	10	Circuit Breaker			1.75
		TRACK EQUIPMENT			
	690	Track Terminal	12	1	.20
	691	Steel Track Pins	144	1	.15
	692	Fibre Pins	48	½	.15
	693	Track Locks	144	2	.30
	694	Pr Tracks	6	2	1.00
	697	Auto. Track Trip	12	1	1.90
	698	Reverse Loop Kit	6	2	1.75
	700	Straight Track	144	18	.25
	701	½ Sec Str Track	12	1	.25
	702	Curved Track	48	6	.25
	703	½ Sec Curved Track	12	1	.25
	706	R.C. Uncoupler	6	3	2.60
	709	Lock-out Eliminator			1.50
	720A	R.C. Switches	3	11	16.75
	678	L.H. Single Switch	6	9	9.40
	679	R.H. Single Switch	6	9	9.40
	722A	Manual Switches	6	14	9.40
	668	L.H. Single Manual Switch	6	9	5.75
	669	R.H. Single Manual Switch	6	9	5.75
	725	RR Crossing	3	5	2.60
	726	Rubber Roadbed — Straight	48	11	.30
	727	Rubber Roadbed — Curved	48	11	.30
	728	Bumper	6	3	1.25
	*731	Pike Planner	12	5	1.00
	*780	RR Trestle	6	15	8.35
	*781	RR Abutment Set	1	10	8.35
	*782	36 pcs. 1¼" Abutment Sections	1	10	7.30
	*790	3 Dimensional Scenic Transparama	6	28	18.45
		EQUIPMENT			
	21A	Imitation Grass	50	28	.50
	22	Scenery Gravel	25	33	.30
	23	Imitation Coal	25	13	.40
	25	Smoke Cartridge	36	5	1.25
	26	Service Kit	12	12	1.50
	27	Track Cleaning Fluid	24	21	.50
	28A	Ballast	24	45	.50
	29A	Snow	24	6	.50
	34	25 pc RR Figure Set	6	12	5.20
	249	Tunnel	6	20	3.65
	50	District School	4	7	3.10
	778	Set of 3 Street Lights	12	6	3.15
	160	Valley View Station	6	8	3.15
	270	Comb. News & Frank Stand	6	5	3.15
	769A	Rev. Airplane Beacon	6	6	4.15
	768	Oil Supply Depot Plm	6	8	4.15
	586F	Wayside Station	6	11	4.15
	161	Bungalow	6	8	4.20
	162	Factory	6	10	4.20
	271	3 pc Whistle Stop Set	6	7	4.20
	272	Station & News Stand	6	7	4.20
	273	Suburban RR Station	6	7	4.20
	274	Freight Station	6	8	5.25
	163	Comb. Pass. Sta. and Outside Waiting Room	6	7	5.25
	164	Barn	6	7	5.25
	65	Grain Elevator	6	III	5.25
	767	Roadside Diner	6	II	5.25
	774	Floodlight Tower	6	6	5.25
	275	Diner	6	7	5.75
	66	Church	6	8	6.25
	67	Town Hall	6	III	6.25
	68	Hotel	6	II	6.25
	593	Signal Tower	4	7	6.25
	596	Water Tank	6	18	6.25
	772	Water Tower	6	II	6.25
	566	R.C. Whistle	4	7	7.30
	589	Passenger Station	3	12	7.30
	612	Freight Station	1	5	8.35
	740	Hand Car	12	III	8.35
	741	Hand Car & Shed	4	11	10.45
	58	Girder Bridge	4	II	1.95
	750	Trestle Bridge-Lighted House	2	7	4.20
	592A	Crossing Gate	6	7	8.35
	758A	Sam the Samaphore Man	6	11	9.40
	759	Bell Danger Signal	12	15	5.20
	760	Flasher Signal	6	4	3.10
	761	Auto Semaphore	6	8	6.85
	583A	Electric Crane	4	14	12.95
	766	Animated Sta. & Oper. Car	6	20	14.50
	K766	Animated Sta. & Oper. Car	6	20	15.70
	771	Oper. Stock Yard & Car	3	14	14.50
	K771	Oper. Stock Yard & Car	3	14	15.70
	775	Loading Platform & Car	3	12	14.50
	K775	Loading Platform & Car	3	12	15.70
	751A	Auto Log Loader	1	7	20.95
	755A	Talking Station	1	6	20.95
	598	Talking Station Record	6	2	.85

QUANTITY	No.	Article	No. Axles To Car	Axles Car Wgt.	Schedule A Fair Trade Retail Price
		ACTION CARS			
	714	Auto. Log Unloading Car	3	5	5.75
	914	Auto. Log Unloading Car	3	5	6.85
	715	Unloading Car	3	4	5.75
	915	Unloading Car	3	4	6.85
	716	Mail Pick up Car	3	5	6.85
	916	Mail Pick up Car	3	5	7.95
	719	New Auto Dump Car	3	5	7.95
	919	New Auto. Dump Car	3	5	8.95
	732	Auto Baggage Car	3	6	7.95
	734	Open Box Car	3	6	7.95
	974	Open Box Car	3	6	8.95
		3/16" ROLLING STOCK			
	613	GN Box Car	6	4	3.65
	913	GN Box Car	6	4	4.65
	620	Southern Gondola Car	6	3	3.15
	920	Southern Gondola Car	6	3	4.20
	921	C&O Cool Car	6	4	5.20
	622	GAEX Box Car	6	4	3.65
	922	GAEX Box Car	6	4	4.65
	924	Cement Car	6	4	5.20
	625	Tank Car	6	4	3.65
	925	Tank Car	6	4	4.65
	628	Log Car	6	6	3.65
	928	Log Car	6	6	4.[illegible]
	629	Cattle Car	6	4	3.[illegible]
	929	Cattle Car	6	4	5.00
	630	Caboose w/Light	6	4	3.65
	930	Caboose w/Light	6	4	4.65
	631	Gondola	6	3	3.15
	93	Gondola	6	3	4.20
	632	Hopper Car	6	3	3.65
	633	Box Car — White	6	4	3.65
	933	Box Car — White	6	4	4.65
	634	Floodlight Car	6	6	5.20
	934	Floodlight Car	6	6	6.25
	636	Depressed Center Car	5	4	4.65
	936	Depressed Center Car	3	4	5.75
	637	MKT Car	6	4	3.65
	937	MKT Car	6	4	4.65
	640	Wabash Hopper — Black	6	3	3.65
	940	Wabash Hopper — Black	6	3	4.65
	641	Frisco Gondola	6	3	3.15
	94	Frisco Gondola	6	3	[illegible]
	643	Circus Flat Car	6	4	3.65
	644	Wrecking Crane Car	3	6	7.30
	944	Wrecking Crane Car	3	6	[illegible]
	645A	Comb. Boom & Work Car	6	[illegible]	[illegible]
	945	Comb. Boom & Work Car	6	[illegible]	[illegible]
	646	Power Floodlight Car	3	4	[illegible]
	946	Power Floodlight Car	3	4	7.95
	647	Refrigerator Car	6	4	3.95
	947	Refrigerator Car	6	[illegible]	5.00
	648	Track Cleaning Car	3	3	5.75
	948	Track Cleaning Car	3	3	6.85
		PASSENGER CARS			
	650R	Coach (Red)	3	3	4.20
	650G	Coach (Green	3	3	4.20
	651R	Baggage Red	3	3	3.95
	951R	Baggage Red	3	3	5.00
	651G	Baggage Green	3	3	3.95
	951G	Baggage Green	3	3	5.00
	652R	Pullman (Red)	3	3	6.25
	952R	Pullman (Red)	3	3	7.30
	652G	Pullman (Green	3	3	6.25
	952G	Pullman Green	3	3	7.30
	953R	Baggage & Club Red)	3	3	7.30
	953G	Baggage & Club (Green	3	3	7.30
	954R	Observation Red)	3	3	7.95
	954G	Observation Green	3	3	7.95
	960	Streamline Baggage & Pullman	3	4	8.35
	961	Streamline Coach	3	4	[illegible]
	962	Streamline Pullman w/Vista Dome	3	4	9.40
	963	Streamline Observation	3	4	9.40
		LAMPS			
	460	Lamp Assortment 5	4	4½	13.50
	440	Clear 3	12	1	.75
	441	Red 3	12	1	.75
	442	Clear 3	12	1	.75
	443	Green 3	12	1	.75
	444	Clear 3	12	1	.75
	451	Frosted 3	12	1	.35
	452	Mini Clear 3	12	1	.65
	453	Clear 3	12	1	.85
	454	Bayonet Clear 1	12	1	.25
	455	Red 3	12	1	.75
	461	Clear 3	12	1	.75
		HO TRAINS AND EQUIPMENT			
	HO 48	Penn Switcher Freight	4	[illegible]	29.95
	HO253	Roadside Diner	6	7	3.10
	HO258	Pass. Station	4	6	6.15
	HO262	RR Crossing	6	4	2.75
	HO264	½ Sec Curved Track	2	1	.50
	HO268	R.C. Switches	3	4	19.50
	HO382	Curved Track w/Sleepers	48	5	.25
		CARS			
	HO119	Illinois Central Flat Car	6	4	3.40
	HO123	P.F. Express	6	4	3.40
	HO 24	M.D. Reefer	6	4	3.40
	HO 25	Tank [illegible] Shell	6	4	3.40
	HO 27	T. & P. Gondola	6	3	2.60
	HO 29	Transformer Car	6	4	3.40
	HO 33	Baggage	6	7	5.00
	HO106K	Bridge Kit	6	6	1.25
	HO390	Track Terminal			.20

TO SEAL—STAPLE OR SCOTCH TAPE. NO GLUE OR STAMP NECESSARY

DON'T FORGET THIS

Firm _____ City _____ State _____

Address _____ Signed _____ 19___

FROM _____

TOWN _____ STATE _____

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY ENVELOPE

First Class Permit No. 2449, Sec. 34.9, P. L. & R., Portland, Ore.

WOODBURY HARDWARE CO.

WHOLESALE HARDWARE

2262 N. W. Nicolai Street

Portland 10, Oregon

Fold on Line 1

Fold on Line 2

Fold on Line 3

WOODBURY HARDWARE COMPANY

GILBERT American Flyer

TRAIN PRICE LIST

QUANTITY ORDERED	No.	Article	No. To Car	Appr. Car. Wgt.	Schedule A Fair Trade Retail Price
	D1699	Gilbert and American Flyer Catalog			Net Price
	5301T	Crusader Atl. Freight CC w/Trans.	3	22	18.95
	5306T	Silver Bullet Pass. CC&S w/Trans.	3	27	23.50
	5311T	Block Diamond Atl. Pass. CC&S w/Trans.	3	29	25.95
	5312T	Block Diamond Atl. Frt CC&S w/Trans.	3	33	25.95
	5322T	Mountaineer Pac. Pass. CC&S w/Trans.	3	48	36.00
	5323T	Mountaineer Pac Frt CC&S w/Trans.	3	45	36.00
	5317T	GM Diesel Sw.-Work Train w/Trans.	3	33	28.50
	K5328	Meteor Pac. Pass. CC&S Knuckle Coupliers-Pull-Mor	2	27	38.75
	K5329	Meteor Pac. Frt. CC&S K. Cplrs. Pull-Mor	2	34	38.75
	K5334T	Silver Comet Diesel Pass. Knuckle Couplers w/Trans.	2	35	44.00
	K5335T	Silver Comet Diesel Frt. K. Cplrs. w/Trans.	2	37	44.00
	K5340T	Yard King Swt. & Work Tr.-CC&S Knuckle Couplers Pull Mor w/Trans.	2	40	51.00
	K5345W	Trail Blazer Pac Pass. CC&S-Knuckle Couplers-Wh.-Pull-Mor	2	31	51.95
	K5346W	Trail Blazer Pac. Frt CC&S-Knuckle Couplers-Whistle-Pull-Mor	2	41	51.95
	K5351W	Pacemaker Hud. Pass.-CC&S Knuckle Couplers Whistle Pull-Mor	1	20	54.50
	K5352W	Pacemaker Hud. Frt.-CC&S-Knuckle Couplers-Whistle-Pull-Mor	1	21	54.50
	K5357W	Challenger U.P Pass.-CC&S Knuckle Couplers-Whistle Pull-Mor	1	19	59.50
	K5358W	Challenger U.P. Frt.-CC&S-Knuckle Couplers-Whistle Pull Mor	1	18	59.50
	K5363W	Silver Rocket Diesel Frt Whistle Knuckle Couplers	1	17	61.50
	K5364W	Silver Rocket Diesel Pass. Whistle-Knuckle Couplers	1	16	61.50
	K5368WT	Silver Flash Diesel Frt. Whistle-Knuckle Couplers w/Trans.	1	21	64.50
	K5369WT	Silver Flash Diesel Pass. Whistle-Knuckle Couplers w/Trans.	1	19	64.50
	K5374W	Chief Diesel Frt. Whistle-Knuckle Couplers	1	22	71.50
	K5375W	Chief Diesel Pass Whistle-Knuckle Couplers	1	21	71.50

QUANTITY ORDERED	No.	Article	No. To Car	Appr. Car. Wgt.	Schedule A Fair Trade Retail Price
		LOCOMOTIVES AND TENDERS			
	293	Pac. N H CC&S-Knuckle Couplers Pull-Mor	1	5	28.50
	343	Nkl.Pl.Switcher-CC&S-Knuckle Couplers-Pull-Mor	1	5	33.50
	316	Penn K5 CC&S-Whistle Knuckle Couplers-Pull-Mor	1	6	38.50
	326	Hudson CC&S-Whistle-Knuckle Couplers-Pull-Mor	1	6	43.50
	336	U.P. CC&S-Whistle-Knuckle Couplers-Pull-Mor	1	7	48.50
	466	Silver Comet Diesel-A Unit	1	5	30.50
	4778	Silver Flash Diesel-A-B Units-Knuckle Couplers-Whistle	1	6	48.50
	4745	Rocket Diesel -A-A Units-K.C. Whistle	1	6	43.50
	375	GM Diesel Switcher-Whistle-Knuckle Couplers	1	5	33.50
	4713	Chief Diesel -A-B-A Units-K.C.-Wh.	1	7	50.50
		TRANSFORMERS			
	308	Transformer — 300W 60C Dual Control	1	14	36.50
	188	Transformer — 190W 60C Dual Control	1	12	25.95
	198	Transformer — 300W 60C Single Control	1	10	31.00
	168	Transformer — 190W 60C Single Control	4	29	20.95
	48	Transformer — 100W-60C	6	29	10.45
	158	Transformer — 110W-60C	6	40	16.75
	13	Circuit Breaker			1.75
		TRACK EQUIPMENT			
	700	Straight Track	144	18	.25
	701	½ Sec. Str. Track	12	1	.25
	702	Curved Track	48	6	.25
	703	½ Sec. Curved Track	12	1	.25
	706	R C Uncoupler	6	3	2.60
	720A	R C Switches	3	11	16.75
	678	L.H Single Switch	6	9	9.40
	679	R H Single Switch	6	9	9.40
	722A	Manual Switches	6	14	9.40
	668	L.H. Single Manual Switch	6	9	5.75
	669	R H Single Manual Switch	6	9	5.75
	690	Track Terminal	12	1	.20
	691	Steel Track Pins	144	1	.15
	692	Fibre Pins	48	½	.15
	693	Track Locks	144	2	.30
	697	Auto. Track Trip	12	1	1.50
	694	Pr Trucks	6	2	1.00
	698	Reverse Loop Kit	6	2	1.75
	709	Lock-out Elimenator			1.50
	27	Track Cleaning Fluid	24	21	.50
	725	RR Crossing	3	3	2.60
	726	Rubber Roadbed — Straight	48	11	.30
	727	Rubber Roadbed — Curved	48	11	.30
	730	Bumper	6	3	1.25
	*731	Pike Planner	12	5	1.00
	5300T	Miners Work Train w/Trans.	3	12	$14.95
	740	Hand Car	12	10	8.35
	741	Hand Car & Shed	4	11	10.45

QUANTITY ORDERED	No.	Article	No. To Car	Appr Car Wgt.	Schedule A Fair Trade Retail Price
	759	Ball Danger Signal	12	15	5.20
	769A	Rev. Airplane Beacon	6	6	4.15
	772	Water Tower	6	6	6.25
	774	Floodlight Tower	6	6	5.25
	761	Auto Semaphore	6	8	6.85
	583A	Electric Crane	4	14	12.95
	758A	Sam the Semaphore Man	6	11	9.40
	596	Water Tank	6	18	6.25
	751A	Auto Log Loader	1	7	20.95
	760	Flasher Signal	6	4	3.10
	566	R. C. Whistle	4	7	7.30
	592A	Crossing Gate	6	7	8.35
	K766	Animated Sta. & Oper. Car	6	20	15.70
	766	Animated Sta. & Oper. Car	6	20	14.50
	K771	Oper. Stock Yard & Car	3	14	15.70
	771	Oper. Stock Yard & Car	3	14	14.50
	50	District School	4	7	3.10
	612	Freight Station	1	5	8.35
	K775	Loading Platform & Car	3	12	15.70
	775	Loading Platform & Car	3	12	14.50
	755A	Talking Station	1	6	20.95
	598	Talking Station Record	6	2	.85
	589	Passenger Station	3	12	7.30
	593	Signal Tower	4	7	6.25
	768	Oil Supply Depot Plan	6	8	4.15
	581	Girder Bridge	4	8	1.95
	586F	Wayside Station	6	11	4.15
	778	Set of 3 Street Lights	12	6	3.15
	750	Trestle Bridge-Lighted House	2	7	4.20
	767	Roadside Diner	6	8	5.25
	271	3 pc. Whistle Stop Set	6	7	4.20
	270	Comb. News & Frank Stand	6	5	3.15
	272	Station & News Stand	6	7	4.20
	274	Freight Station	6	8	5.25
	275	Diner	6	7	5.75
	273	Suburban RR Station	6	7	4.20
	160	Valley View Station	6	8	3.15
	161	Bungalow	6	8	4.20
	163	Comb. Pass. Sta. and Outside Waiting Room	6	7	5.25
	166	Church	6	8	6.25
	167	Town Hall	6	10	6.25
	164	Barn	6	7	5.25
	165	Grain Elevator	6	10	5.25
	168	Hotel	6	8	6.25
	162	Factory	6	10	4.20
	*780	RR Trestle	6	15	8.35
	*781	RR Abutment Set	1	10	8.35
	*782	36 pcs. 1¾" Abutment Sections	1	10	7.30
	*790	3 Dimensional Scenic Tramorama	6	28	10.45
	21A	Imitation Grass	50	23	.50
	22	Scenery Gravel	25	33	.30
	23	Imitation Coal	25	13	.40
	28A	Ballast	24	45	.50
	29A	Snow	24	6	.50
	25	Smoke Cartridge	36	5	1.25
	26	Service Kit	12	12	1.50
	249	Tunnel	6	20	3.65
	34	25 pc. RR Figure Set	6	12	5.20
		LAMPS			
	460	Lamp Assortment (54)	4	4½	
	440	Clear (3)	12	1	.75
	441	Red (3)	12	1	.75
	442	Clear (3)	12	1	.75
	443	Green (3)	12	1	.75
	444	Clear (3)	12	1	.75
	451	Frosted (1)	12	1	.35
	452	Min. Clear (1)	12	1	.65
	453	Clear (3)	12	1	.85
	454	Bayonet Clear (3)	12	1	.25
	455	Red (3)	12	1	.75
	461	Clear (3)	12	1	.75
		ACTION CARS			
	732	Auto. Baggage Car	3	6	7.95
	914	Auto. Log Unloading Car	3	5	6.85
	714	Auto. Log Unloading Car	3	5	5.75
	974	Oper. Box Car	3	6	8.95
	734	Oper. Box Car	3	6	7.95
	918	Mail Pick up Car	3	5	7.95
	718	Mail Pick up Car	3	5	6.85

QUANTITY ORDERED	No.	Article	No. To Car	Appr Car Wgt.	Schedule A Fair Trade Retail Price
	919	New Auto Dump Car	3	5	8.95
	719	New Auto Dump Car	3	5	7.95
	915	Unloading Car	3	4	6.85
	715	Unloading Car	3	4	5.75
		3/16" ROLLING STOCK			
	632	Hopper Car	6	3	3.65
	913	GN Box Car	6	4	4.65
	613	GN Box Car	6	4	3.65
	920	Southern Gondola Car	6	3	4.20
		Southern Gondola Car	6	3	3.15
	921	CB&Q Coal Car	6	4	5.20
	922	GAEX Box Car	6	4	4.65
		GAEX Box Car	6	4	3.65
	924	Cement Car	6	4	5.20
	925	Tank Car	6	4	4.65
		Tank Car	6	4	3.65
	928	Log Car	6	6	4.65
		Log Car	6	6	3.65
	929	Cattle Car	6	4	5.00
	629	Cattle Car	6	4	3.95
	930	Caboose w/Light	6	4	4.65
	630	Caboose w/Light	6	4	3.65
	931	Gondola	6	3	4.20
	631	Gondola	6	3	3.15
	933	Box Car — White	6	4	4.65
	633	Box Car — White	6	4	3.65
	937	MKT Car	6	4	4.65
	637	MKT Car	6	4	3.65
	940	Wabash Hopper — Black	6	3	4.65
	640	Wabash Hopper — Black	6	3	3.65
	941	Frisco Gondola	6	3	4.20
	641	Frisco Gondola	6	3	3.15
	947	Refrigerator Car	6	4	5.00
	647	Refrigerator Car	6	4	3.95
	643	Circus Flat Car	6	4	3.65
	934	Floodlight Car	6	6	6.25
	634	Floodlight Car	6	6	5.20
	936	Depressed Center Car	3	4	5.75
	636	Depressed Center Car	3	4	4.65
	946	Power Floodlight Car	3	4	7.95
	646	Power Floodlight Car	3	4	6.85
	948	Track Cleaning Car	3	3	6.85
	648	Track Cleaning Car	3	3	5.75
	944	Wrecking Crane Car	3	6	8.35
	644	Wrecking Crane Car	3	6	7.30
	945	Comb. Boom & Work Car	6	6	6.25
	645A	Comb. Boom & Work Car	6	6	5.20
		PASSENGER CARS			
	650R	Coach (Red)	3	3	4.20
	650G	Coach (Green)	3	3	4.20
	951G	Baggage (Green)	3	3	5.00
	951R	Baggage (Red)	3	3	5.00
	651G	Baggage (Green)	3	3	3.95
	651R	Baggage (Red)	3	3	3.95
	952G	Pullman (Green)	3	3	7.30
	952R	Pullman (Red)	3	3	7.30
	652G	Pullman (Green)	3	3	6.25
	652R	Pullman (Red)	3	3	6.25
	953R	Baggage & Club (Red)	3	3	7.30
	953G	Baggage & Club (Green)	3	3	7.30
	954R	Observation (Red)	3	3	7.95
	954G	Observation (Green)	3	3	7.95
	960	Streamline Baggage & Pullman	3	4	8.35
	961	Streamline Coach	3	4	8.35
	962	Streamline Pullman w/Vista Dome	3	4	9.40
	963	Streamline Observation	3	4	9.40

HO TRAINS AND EQUIPMENT - FACTORY ONLY

HO TRAINS AND EQUIPMENT

		Poon Switcher Freight	4	30	29.95
	HO253	Roadside Diner	6	7	3.10
	HO258	Pass. Station	4	6	4.15
	HO262	RR Crossing	6	4	2.75
	HO264	½ Sec. Curved Track.	12	1	.50
	HO268	R.C. Switches	3	4	19.50
	HO382	Curved Track w/Sleepers	48	5	.25
		CARS			
	HO119	Illinois Central Flat Car	6	4	3.40
	HO123	P.F. Express	6	4	3.40
	HO124	M.D. Reefer	6	4	3.40
	HO125	Tank — Shell	6	4	3.40
	HO127	T & P Gondola	6	3	2.60
	HO129	Transformer Car	6	4	3.40
	HO 33	Baggage	6	7	5.00
	HO106K	Bridge Kit	6	6	1.25
	HO390	Track Terminal			.20

OUR 50th YEAR

1901 – 1951

J. CHEIN & COMPANY

PUT NEW LIFE IN YOUR TOY SALES WITH LIVE-ACTION UPSY TOYS

For [illegible] that's just the word for this new series. [illegible] line of Upsy push-action toys. Colorful [illegible] plastic figures wiggle up and down the string waving arms and legs. Action is created by balance cord at each end and [illegible] ing.

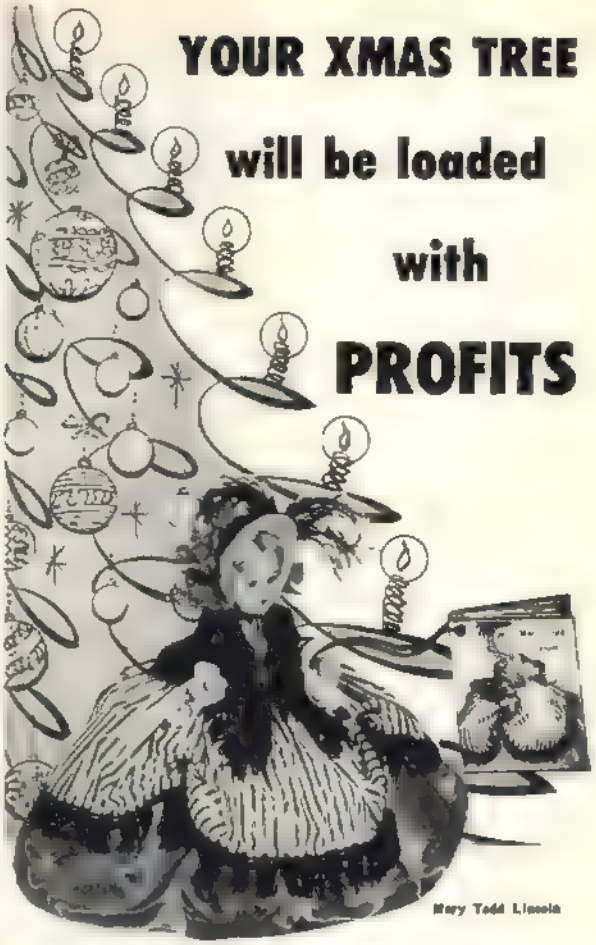
The complete line offers [illegible] distinctive creations [illegible] Policeman Monkey, Crow, Kangaroo, Majorette and Indian, with each figure in a combination of several different vibrant colors. All are [illegible] lively designed and made of unbreakable plastic.

Here's a complete [illegible] toys to put life into your toy sales offering mass appeal at down-to-earth prices. Clear a space and stock plenty of these new Upsy toys because you'll need a large supply to satisfy customer demand once you begin selling them!

SUGGESTED RETAIL PRICE 49¢

TOYSALES
INCORPORATED
4348 BROADWAY • CHICAGO 13, ILL.

YOUR XMAS TREE will be loaded with PROFITS



Thanks for your orders!

We've been delighted with the warm reception A & H DOLLS, both new numbers and old favorites, have received from everywhere, BIG STORES, *little stores*, from North, East, South, West, and points in between . . . and we are always pleased to be able to add new friends to our ever-growing list.

Here are the A & H DOLLS that spell profits for you, at Christmas time, and all through the year. Check your stock; it's not TOO late to order for this Christmas:

DOLLS OF DESTINY... ....ret. $8.95
DONNA DOLLS .....ret. $2.98
MARCIE DOLLS .....ret. $1.98
MARCIE MUSICAL DOLLS .....ret. $4.98
MARCIE "READ and PLAY," doll and book combinations....ret. $1.98

Also, send for FREE CATALOGS

A & H DOLL MFG. CORP.
4312 50th St., Woodside 77, N. Y.

The famous Cleveland-designed Great Lakes Sports Trainer, forerunner of ¾-inch scale SF line of all balsa scale flying models

Pioneer Model Manufacturing Firm Expands Operations

SINCE its inception in 1919, over one-third century ago, Cleveland Model & Supply Company has continually manufactured model aircraft kits and supplies, under the same management, thus gaining for itself the title of "world's oldest hobby model manufacturer." This firm was incorporated under the laws of the State of Ohio, September 1929, and has just changed its name in March to one it felt was more fitting to its operation . . . *Cleveland Model Products Company.*

No other change has taken place within the organization except for the expansion of facilities. E. T. Pachasa, its founder, continues as president. W. I. Krewson remains as vice president. W. A. Pachasa is secretary-treasurer and works manager.

Ray Miller is Sales Director

Recently, Ray Miller of Chicago, well-known in American toy circles, was appointed sales director. He manages sales and is employing select men in each district, all of whom are well acquainted with both toy and hobby accounts. They are seasoned representatives and will know how to adjust any matters needing immediate attention, right on the spot as calls are made.

Heretofore, the majority of their hobby business was handled by mail. The firm felt that with the expansion and the advancement into a new era of model simplification, it was most necessary to employ a full sales organization to cover the country.

"Cleveland Model," as it is known to millions of model fans throughout the world, has specialized in the manufacturing of authentic scale model building of monoplane, biplane, triplane and quadruplane kits, powered by one to four engines, either rubber or gas.

The manufacturer has introduced many types of unusual free lance designs, ranging from simple beginners stick types at 25c, to huge gas jobs, which retailed at $17.50. All told, according to E. T. Pachasa, 500-odd high quality model aircraft designs were produced. Over 100 of these designs never reached the market because, after complete designing it was assumed the design would possibly be unpopular for one reason or another, or because of design peculiarities, it would be too expensive or too difficult to build. Many model railroad and crafts items have also occupied Cleveland's attention in past years, all of which were dropped because of a lack of volume sales, except for the current "Artflow'r" series of flower kits for a girls' hobby line.

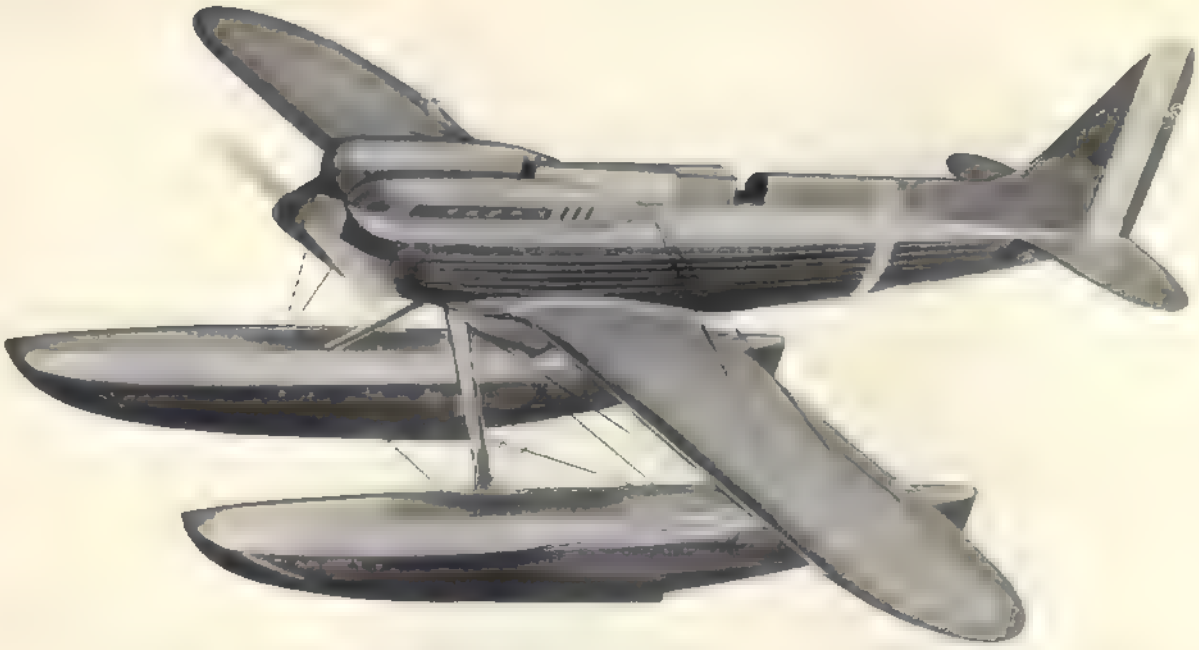
The many other types of aircraft designs were several series of mono, bi, and trimotor profile models; the first Nature Series of successful flying birds, dragonflies, butterflies, bats and flying fish; the first commercially-produced model race car, propeller driven by a gas engine; the world's first microfilm model produced commercially; many types of scale and free-lance gas models. In the early 30's a publication, known as *Cleveland Modelmaking News and Practical Hobbies,* a technical yet practical publication for the model builder, was produced. Following a fire at the printer's plant, much valuable and irreplaceable material was lost, so that it was necessary to discontinue publication.

Master and Dwarf Scale Designs

With the advent of its experimental *Great Lakes Sport Trainer,* designed in 1929 by E. T. and W. A. Pachasa, it was discovered that a model *could* be built completely from balsawood. It also was discovered that models with balsa parts could be "just loaded" with all types of scale detail—with a pencil, brush and ruling pen, additional details could be added to make models of aircraft that would simulate, in external appearance, their prototypes, yet fly well.

The first "Master" model Trainer was designed to ¾" scale after considerable deliberation by its engineering staff, formerly headed by Captain H. C. Richardson, U.S.N.R. Following the Trainer, the majority of its best models were designed to ¾" scale.

The famous ½" "Dwarf" models, which were reduced ¾" designs, followed later for those who wanted to build flying type models for collection purposes, only. These models would fly quite well, considering size, weight and detail. This line was discontinued, because assembly of fine parts became too tedious a job for the modeller after he had built two or three, and consequently the very small lots became too expensive to manufacture.



The Cleveland-designed Super Marine S6B. Many thousands of these were produced over a period of years. This model could take off and alight on water, or hand-launched, it would land in high grass after flying at terrific speed for rubber-powered model.

Expanding Into a New Era

With the tremendous amount of engineering background and experience given to the designing of models, it is felt that this experience will assist immeasurably in the designing of types needed for today's market. The current crop of American model builders (or all world model builders for the most part) do not seem to wish the more complex types but the quickly-put-together brand of model. It is this rush to assemble the model and to get it to flying that has brought about simplification of modeling.

Cleveland Model is making sure production lines are set up with an inspection and assembly method, to guarantee that all kits will be absolutely complete, as advertised, and made up of flawless material before leaving the factory. Their standard factory guarantee of replacing any defective or broken parts or, if by chance, there *might* be a missing part, will be promptly heeded upon notification by the retail customer, dealer or jobber.

The new line of EZee kits at 29c are an extremely simple prefabricated sheetwood line of models with a decorative detail sheet. Bubble canopies are included with fighter planes.

Quicky kits (59c each) are predecorated sheetwood models, designed for the six to fourteen age group, whereas the EZee line was designed for a slightly younger group.

The Simplex line of $1.00 kits is a complete prefabricated line of tissue flying types, which are often referred to as "stick and tissue" construction models. They are extremely easy to put together—in as little as two and one-half hours, compared to the former ten to thirty hours required for similar kits. These are designed for the ten to sixteen age group.

Larger models of the same type as Simplex models are the Simplex Multimotor Bombers, at $2.00, which are slightly more complex than the $1.00 numbers.

For the dyed-in-the-wool scale model builders, who wish to take their time, there remains the I-T line of $1.50 models originally intended for industrial training in schools. These are for the more advanced model builders of twelve years upwards. These models are also of "stick and tissue" type construction, requiring parts to be completely cut out by the builder.

Items Being Added

At one time, making what the manufacturer claims was the finest clear model cement on the market, they have re-entered the field with their new setup of 5c and 10c Model Craft cement, the first of its new accessory products. Many other items for the toy, model, variety and other stores are to follow.

E. T. Pachasa has stated that regardless of expanded lines, the same high quality of material, the same top engineering and design ingenuity will be applied to every new item produced.

The same, high quality authentic master kits will again make their appearance.

Mr. Pachasa also stated that the firm does not intend to enter the field of solid model manufacture from cut-out or carved balsa blocks. Many other model items, as previously mentioned, are to be introduced, but, he stated, it would not be feasible to mention these at this time. He said, "the future looks bright indeed."

"MOPPET MOTHER" Adoption Center

THE R & B Doll Company is creating nationwide interest with an experimental program, being jointly conducted with the New York Police Athletic League.

This new project, the *"Moppet Mother Adoption Center,"* has been widely acclaimed in the nation's press as a unique experiment in child training and character building. It is primarily aimed at teaching seven to ten year old midget members of PAL a sense of responsibility in the care of their doll playmates, unselfishness and a respect for the property of others.

The R & B Doll Company made available hundreds of dolls for the three "Moppet Mother Adoption Centers" located at the Lynch PAL Center, 974 East 156th St., Bronx; Loewe PAL Center, Brooklyn, and the 103rd Precinct PAL Center, Jamaica, that were quietly set up some weeks ago. Each adoption center is essentially a Doll Bank, where PAL's midget members may borrow dolls for a two-week period in much the same manner as they borrow books from a library, with permanent adoption as an award at the end of a three-month period if the children prove to be good "mothers."

(Left to right): Michael K. Emerson, vice president of R & B Doll Co., and Commissioner James Nolan, president of Police Athletic League, present Louise Santos with her "Certificate of Adoption," officially giving her permanent custody of "Nanette." She was first PAL midget member to qualify as a "Moppet Mother."

"Mothers" are Briefed

Although there are no formal rules and regulations, the prospective "mothers" are carefully briefed in the care of their orphan dolls by the Center Director prior to their first loan. The little girls understand that particularly since these dolls are orphans, they need a great deal of love, affection and special care in keeping them clean and neat and free from bodily harm.

Commissioner Nolan, president of PAL, and Michael K. Emerson, vice president of the R & B Doll Company, are directing the experiment. Commissioner Nolan pointed out that each child's doll is periodically inspected and the borrower graded in terms of the condition of her doll. "The only penalties enforced are forfeiture of loan periods," he explained. "A child whose doll shows abuse and neglect is not permitted to borrow a doll for a period determined by the Center director. She is not eligible to adopt a doll permanently until she has a three-month record of good marks indicating her ability to care for her doll."

Program Encouraging

Mr. Emerson stated that he was greatly encouraged by the results of the program thus far. "The children's excellent grades are an indication of how well they are cooperating and how much they love and want their dolls," he said.

"By providing a variety of dolls, we have also encouraged them to share with their playmates. For example, despite the fact that no pressures have been applied, little girls have readily agreed to turn in baby dolls and replace them with girl dolls, in order to give their friends an opportunity to borrow the baby dolls," he pointed out. "To prevent the carrying of germs, all dolls are fumigated and sanitized between loans," Mr. Emerson added.

The Original **PARRIS**
TraineRifles

With Genuine
WOOD STOCKS
—A Size For Every Age

Complete line of lever-action, cork-shooting models, too

PARRIS MFG. CO.-SAVANNAH, TENN.
Eastern Sales Office...
Room 453 — 200 Fifth Ave. Bldg — New York City
Home of the National Cuffish Derby

FIREWORKS

Acme-Manufacturers and distributors of a complete line of safe and sane Fireworks, Firecrackers, Sparklers, Toy Pistol Caps and *Displays for all celebrations.*
Write today for our free catalog showing line, complete displays and prices.

ACME FIREWORKS CORP.
Famous for "Leader" Brand Sparklers and "Acme" Brand Roll Caps
RIVER GROVE, ILL.

YOU CAN'T THROW IT AWAY!

FLYING WING DESIGN

New • Different • Unusual Gift
Healthful Fun For Old And Young

Provide healthful exercise. No special skil required Only a flick of the wrist. The return feature is fascinating Carved from special waterproof, laminated wood; permit unusual amount of abuse. Difficult to lose, impossible to throw away!

12" Cross-stick Boomerangs packed 24 to display carton, retail price 50c each. Catalog No. 1012.

Carved by
Col. John M. Garrish

Retail Price
$1.50 ea., 2½ oz.
Catalog No. 1025
$2.00 ea., 5 oz
Catalog No. 1005

TROPICAL SALES, BOX 35-N, Coconut Grove, Miami 33, Florida

If You Are Looking for Anything...

We can help you. Through our Chicago and New York offices and editorial representatives on the Pacific Coast we cover the entire toy trade. We can tell you promptly where to get the toy or service you desire. No charge to you or anybody else. Part of our service to the industry and we enjoy doing it!

CHRISTMAS CHEER—ALL THRU THE YEAR WITH

The only game designed solely for
THE SHUT-IN — THE CONVALESCENT
THE LONELIES—FILLS A LONG FELT NEED!
Everyone has a name on the list that could be
Happily Gifted with Silent Partner
Beautiful—Colorful—Leatherette construction
#295—BEDSIDE TABLE SIZE—(as shown) Retail Price $2.95
Complete with Miniature Cards
#195—CARD TABLE SIZE—(on roll $1.95
Copyrighted—Produced—Distributed by
SILENT PARTNER STUDIOS
500 W. HIGHLAND AVE
CHICAGO 28 - ILLINOIS

A LEADER IN THE PARADE OF WHITMAN FAST-SELLERS!

Krazy Ikes . . . sturdy plastic parts to assemble into hundreds of toys, figures and animals. Full color guide book included. Just one of the many Whitman *fast-sellers* in our complete line. Visit our showrooms, or write for catalogs.

No. 5631 Retails Profitably at $1.00
No. 5691 Retails Profitably at $2.00

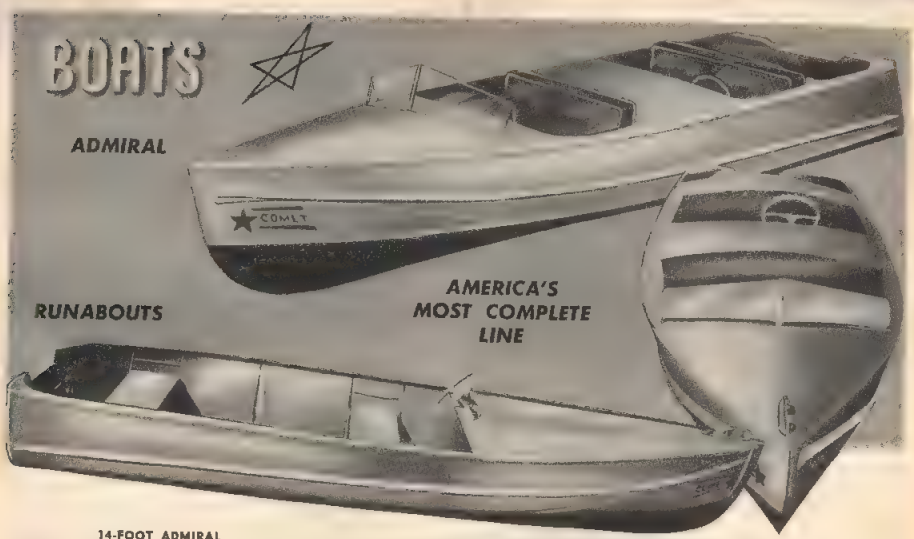
Whitman
PUBLISHING COMPANY
RACINE, WISCONSIN

NEW YORK
200 Fifth Avenue, Room 310
New York 10, New York

ATLANTA
2025 Peachtree Rd., N. E.
Atlanta, Georgia

LOS ANGELES
9916 Santa Monica Blvd.
Beverly Hills, California

BOATS



14-FOOT ADMIRAL

Truly a sportsman's boat is this 14-foot deluxe model. Colorful—with an aluminum, green and red finish. Has semi-vee bottom, 5 air chambers, 2 cockpits. Capacity 4 persons. Full spray rails, windshield, steering wheel and throttle control—plus red plastic kapok cushions. These are just a few of the extras built into this fine boat

34Y1249-48375.. ..... .Retail $645.00

RUNABOUTS

Deluxe 12' Sportster Runabout. Depth amidship 18½", transom width 48". Three air chambers, 2 seats, capacity 4 persons. Semi-vee bottom. Does not include steering wheel or throttle control. Finish: aluminum, red exterior; green interior. Shipping weight 169 lbs.

34Y1250-25315.....Retail $337.50

Deluxe 14' Commander Runabout. Depth amidship 21", transom width 48". Three air chambers, 2 seats, capacity 4 persons. Semi-vee bottom. Does not include steering wheel or throttle control. Finish: aluminum, red exterior; green interior. Shipping weight 213 lbs

34Y1251-28500.....Retail $380.00

Deluxe 16' Speed King Runabout. Depth amidship 21", transom width 48". Four air chambers, 3 seats, capacity 6 persons. Semi-vee bottom. Does not include steering wheel or throttle control. Finish: aluminum, red exterior; green interior. Shipping wt. 243 lbs.

34Y1252-34075.....Retail $454.30

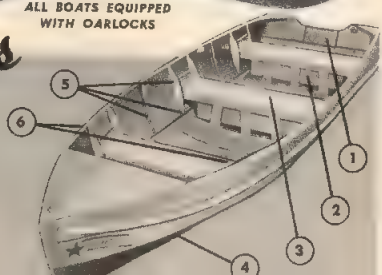
FULL PAYMENT REQUIRED WITH EACH ORDER

Name	Lgth	Beam Width	Stern Width	Stern Depth	Depth Amid.	Bow Depth	Deck Lgth.	No of Seats	Wt. Lbs	Ship Wt.	Max HP
Admiral	14'	59"	48"	18"	21"	25"	153½"	2	225	270	33
Commander	14'	59"	48"	18"	21"	25"	73"	2	183	213	33
Sportster	12'	55"	48"	15"	18 3/8"	23½"	66"	2	149	169	16
Speed King	16'	59"	48"	18"	21"	25½"	68"	3	202	243	33

ALL BOATS EQUIPPED WITH OARLOCKS

COMPARE THESE *Features*

1. Heavily reinforced transoms for maximum strength.
2. Welded air chambers for nonsinkable safety.
3. Aluminum seats for hull rigidity and strength.
4. Tough, heat treated aluminum is used throughout.
5. Die formed heavy gauge aluminum ribs.
6. Wide beam and balance for maximum stability.



FULL PAYMENT REQUIRED WITH EACH ORDER

Name	Lgth	Beam Width	Stern Width	Stern Depth	Depth Amid.	Bow Depth	Deck Lgth.	No. of Seats	Wt. Lbs	Ship. Wt.	Max H.P.
Beaver	8′ 9″	46″	31½″	16″	15½″	14½″	7½″	2	73	85	5
Jackie	14′	53″	48″	17½″	18″	16½″	15½″	3	150	180	10
Mariner	14′	51″	45″	15″	16″	14½″	15½″	3	137	190	7½

All Boats Equipped with Oarlocks

BEAVER

For those who want a very inexpensive, lightweight boat for hunting, fishing, or tender use. Designed with wide beam and balance for greater stability. Based on length, weight and capacity this stability is engineered into the model. Heavy gauge, heat treated aluminum with virtually the same tensile strength of steel is used throughout.

34Y1255-11065.....Retail $147.50

14-FOOT JACKIE

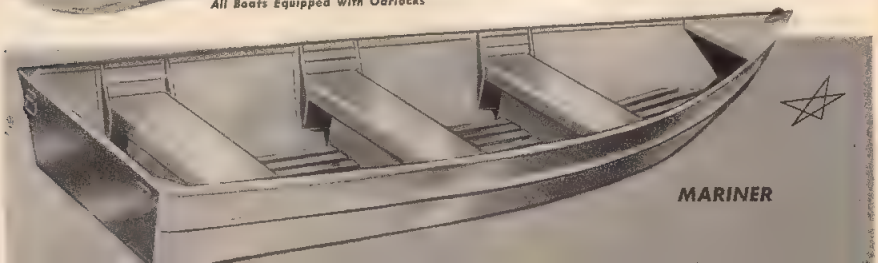
Roomy, safe, and dependable, the Jackie has become one of the most popular models. Camp owners and concessionaires have proven this boat under extreme hard usage. Full spray rails, extra wide beam, three flotation chambers, and ease of handling—all add up to make this the No. 1 boat in its class. Welded air chambers provide the non-sinkable feature so important in any boat. The extremely light weight makes it easy to handle—perfect car top boat.

34Y1244-19035.....Retail $253.75

14-FOOT MARINER

A first class boat that is comfortable, steady, and has excellent planing qualities. A relatively small motor can turn it into a hydroplane. Although 14 feet in length, the Mariner remains light in weight and is suitable for car top carrying. Here's a boat that will give you a lifetime of service and pleasure. Priced within everyone's budget.

34Y1243-17525.....Retail $233.65



DOLLS

created by

"PRECIOUS"

With A Complete Magnificent Wardrobe

Don't miss seeing her

and her precious ways

During the Toy Fair

HOTEL NEW YORKER-ROOM 735-6

Mollye Goldman

INTERNATIONAL DOLL CO.

6510 Upland Street Philadelphia 42, Pa.

SAratoga 9-4079, 4080

New York and Chicago Showrooms

Our 1953 Hit! Princess Carol Miniature Character Dolls! Moveable Eyes! Moveable Arms and Head! 6 different characters dressed in fashionable materials, individually packed in acetate window boxes.

Now Retail 79¢

ADMIRATION MINIATURE DOLLS MOVE!

ADMIRATION Miniature Character Dolls really MOVE off the production line... to the happy tune of over 1,000,000 a year!

Streamlined manufacturing processes and mass production techniques make ADMIRATION the country's fastest-selling miniature doll line... that gives your customers BETTER VALUES... gives you BIGGER PROFITS!

Retail lines: 49¢ — 79¢ — 98¢ — $1.19
$1.49 — $1.98 — $2.98

SEND FOR FREE FULL COLOR CATALOG

illustrating over 100 new artistic and original styles!

AT THE TOY FAIR—ROOM 1042 HOTEL MC ALPIN

ADMIRATION TOY CO. INC.

514 WEST 147th STREET, NEW YORK CITY

Airlane

has something new for you!

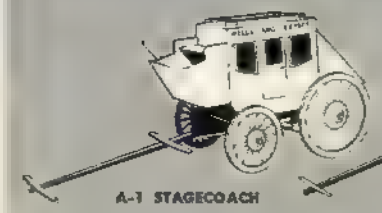
completely pre-fabricated

WESTERN WAGONS & "CHRIS-CRAFT" BOATS

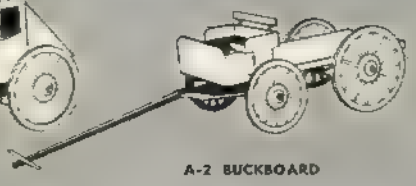
• these kits are so chock-full of value that every kid in America will go for them in a big way!

completely pre-fabricated—scale model

WESTERN WAGON KITS ready to assemble!



A-1 STAGECOACH



A-2 BUCKBOARD

A-3 CHUCKWAGON

A-4 GREAT PLAINS FREIGHTER

A-5 COVERED WAGON

each kit individually packed in attractive, 2 color set-up box,

50¢ PER KIT RETAIL

completely pre-fabricated—ready to assemble

Chris-Craft BOAT KITS

• individually packed in attractive 2 color set-up box!

50¢ RETAILERS

F-1 SUPER ENCLOSED

F-2 EXPRESS CRUISER

F-3 POLICE PATROL BOAT

$1.00 RETAILERS

W-1 46' FLYING BRIDGE CRUISER

W-3 36' SALON CRUISER

W-2 36' QUARTER DECK CRUISER

W-4 23' HOLIDAY

W-5 25' SPORTSMAN

W-6 20' RIVIERA RUNABOUT

all items IN STOCK... ready for immediate delivery! Order NOW!

Airlane MODEL COMPANY

316 W. 29th St. • Chicago 16

SAM A. GOLDENBERG, President

ROCKET TO VOLUME SALES WITH

FEATURING

STURDY STEEL CONSTRUCTION

COLORFUL LITHOGRAPHED DECORATION

PLASTIC SPACE SHIPS

INDIVIDUALLY PACKED IN ILLUSTRATED BOX

PRICE ONLY

79¢

Suggested RETAIL

Slightly higher in the West

NEW

PLAY FEATURE

ALLOWS ALL PLAYERS TO COMPETE SIMULTANEOUSLY

REALISTIC • EXCITING

In playing Space Race each player drives his or her own ship in an effort to reach a distant planet first. . . . Novel scoring gives hours of fun for young and old.

Packed 2 dozen per carton—Approximate Weight 15 lbs.

Sales Representatives:

AL SMIDTH
200 Fifth Avenue
New York 10 N. Y.

D. BEN CURRY
717 2nd Unit
Santa Fe Bldg. Dallas, Texas

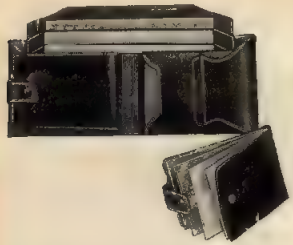
INVINCIBLE SALES CORP
2303 West 9th Street
Los Angeles 8, Calif.

SIMPSON & CO.
50. M & M Bldg
Memphis 3, Tenn.

FARCO SALES CO.
1405 Peel Street
Montreal, Canada

ALAMAC INDUSTRIES

322 ATLANTIC AVENUE Telephone: ULster 5-3922 BROOKLYN, 1, N. Y.

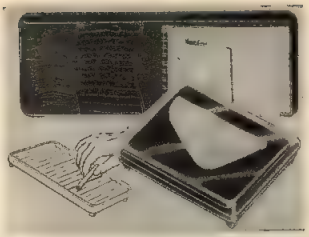


WILSON BILLFOLD—Ser-Vue feature combined with the removable pass case in one-piece construction with invisible stitch. Genuine calf finished cowhide in black or brown. A finger tip pull on tab and three denominations of bills face you for easy selection. Wafer thin construction.

2198CU375.....**Retail $6.00**

WILSON BILLFOLD With Ser-Vue feature. A finger tip pull on the tab and three denominations of bills face you for easy selection. Push back and you have a wafer thin billfold with one-piece construction and invisible stitching. Genuine calf finish tri-tone cowhide.

2197CU300 . . . . **Retail $5.25**



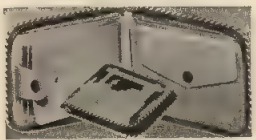
SALIENT WALLET ASSORTMENTS

Furnished in beautiful alligator, reptile, calfskin, ostrich and other leather finishes. Welded seams with no stitches. Washable. All with secret pockets. Women's models with removable change purses. Each wallet packed in crystal clear plastic box—holds cigarettes, candies, nuts, etc.

2123CU780-Dox.—Men's Ass't. Rtl. $1.00 each
2124CU780-Dox.—Women's Ass't Rtl. $1.00 each

Polished Channel Billfold—Alligator grain genuine calf. Secret pocket. Large gusset coin pocket. Four swing celluloids. Polished metal tab closure.

2128CU200
2128CUK190—12 or more } . . **Retail $3.00**

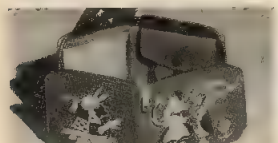


Western Panorama Billfolds—Made of fine, smooth saddle and redwood leathers with beautiful Western embossed scenes. 3-way zipper. Change pocket with secret pocket and removable 8-window pass case.

2102CU185
2102CUK180—12 or more } . . . **Retail $3.25**

WILSON LADIES' WALLET—A distinctive ladies' billfold in smooth, supple, red, blue or green cowhide. Extra large gusseted change purse is easily accessible without opening billfold. Metal tab closure.

2199CU270.....**Retail $4.25**



ALICE IN WONDERLAND WALLET — Small sized wallet made of bright red plastic with colorful ALICE design. Pocket for bills; two pockets for identification and photos and transparent coin pocket with flap and snap fastener. Zipper runs around the outside

2178CU65
2178CUK60—12 or more } . . . **Retail $1.00**

GOATSKIN WALLET Made of imported Iceland Grain Genuine Goatskin. The colors are red, green, brown, multi-tone. Silk lining, Flip-it-tab closure, zip-a-way secret pocket, semi-stitched construction, roomy gusset change pocket, three bill compartments and two utility pockets, also 5 windows for identification cards and photographs.

2176CU190
2176CUK180 } . **Retail $3.35**

GIRLS' WALLET ASS'T — A junior wallet aimed at the young set with color and eye-appeal to spare. Designed with 5 full compartments including a coin pocket. Made of colorful plastic in crinkle "wrin kelet" design 12 asst'd patterns Sold only in dozen units—N B

2119CU240-Dox.. Retail $ .35

"HOPALONG CASSIDY" WALLET

Made of black or brown smooth Barahyde with plastic inside. It has a currency pocket, a transparent pocket for identification and a coin pocket. The "TOP SECRET" pocket containing a lucky "HOPPY" coin is attached to the flap of the coin pocket. The wallet has an attractive picture of "HOPPY" on the outside and is trimmed with two brass filagree Channels.

2183CU65 } **Retail**
2183CUK60—12 or more } **$1.00**

"HOPALONG CASSIDY" WALLET

Made of black or brown smooth Barahyde with smooth plastic inside. It has a currency pocket, a transparent pocket for identification and a coin pocket. The "TOP SECRET" pocket containing a lucky "HOPPY" coin is attached to the flap of the coin pocket. The wallet has an attractive "HOPPY" design on the outside and a zipper running around two sides.

2182CU65 } **Retail**
2182CUK60—12 or more } **$1.00**

ROAD BUILDING EQUIPMENT

ADAMS ROAD GRADER

ROAD GRADER

Steerable knee-action front wheels; tandem rear wheels. 3-position scraper blade. 26" L.; Wt. 1? lbs. Chas. M. Doepke Mfg. Co.

NO. 2006.. .....EACH $14.75

QUANTITY ORDERED _____

STRUCTO SCRAPER

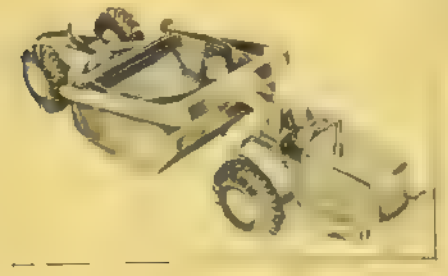
B & R

Color, red. Extra large heavy-duty rubber wheels. Realistic "Diesel" motor, universal coupler connects scraper to tractor; adjusting screw raises and lowers blade; crank operates mechanism for loading and dumping or spreading load. 22" L.; 7" W., 6-5/8" H. 6 to ctn., w[illegible]s. 75 lbs. approx. Structo Mfg. Co.

NO. 350.....EACH $ 7.50

QUANTITY ORDERED _____

HEILINER-SCRAPER



Two controls activate scraping, hauling and dumping operations. Famous-make tires. 29" L., Wt. 13 lbs. Chas. M. Doepke Mfg. Co.

NO. 2011.....EACH $14.75

QUANTITY ORDERED _____

EUCLID BOTTOM-DUMP TRUCK

Lever-controlled bottom-dump doors, universal-type coupling, tractor wheel steer. Heavy-gauge steel 27" Wt. 11 l[illegible] Chas. M. Doepke Mfg. Co.

NO. 2009.. . ...EACH $14.75

QUANTITY ORDERED _____

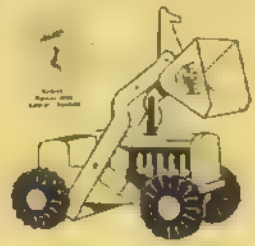
BOTTOM DUMP

New. Color, orange. Sturdy construction throughout. Extra large heavy-duty rubber wheels; realistic "Diesel" motor, universal coupler connects bottom dump body to tractor; crank operated trip opens dual bottom door for unloading trailer. 21-5/8" long; 6-5/8" wide; 6-5/8" high. 6 to master ctn. Wt. doz. 67 lbs. Structo Mfg. Co.

NO. 326.....EACH $ 6.50

QUANTITY ORDERED _____

STRUCTO END-LOADER



New. Color, orange. Sturdy construction throughout. Extra large heavy-duty rubber wheels; realistic "Diesel" motor; bucket raises over 10½" by screw-type crank; load rigidly held in any position; trip lever for unloading and automatic latching of bucket. 15¾" long. 6-1/8" wide; 6¾" high. 6 to master ctn. Wt. doz. 56 lbs. Structo Mfg. Co.

NO. 349.....EACH $ 5.50

QUANTITY ORDERED _____

STRUCTO ROCKER

New. Color, red. Sturdy construction throughout. Extra large heavy-duty rubber wheels; realistic "Diesel" motor; universal coupler connects rocker body to tractor; crank operated winch raises and lowers body. 20" long. 6-1/8" wide; 5-1/2" high. 6 to master ctn. Wt. doz. 61 lbs. Structo Mfg. Co.

NO. 310. .....EACH $ 6.50

QUANTITY ORDERED _____

TOURNAROCKER

Realistic working model. Built for big-load hauling, oversize hopper dumps by backing rear wheels against a stop, or by turning crank on new, improved, easy-operating hoist. Front and back units are joined by two-way pivot for smooth weaving action over rough ground. New enclosed cab; all heavy-gauge steel construction with durable, sprayed baked enamel finish. New, larger 3¼" diam. rubber-tired metal wheels. 18" L.; 6" W., 6¾" H. 1 to box. 6 to ctn. Wt. per doz. 72 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1300.....EACH $ 7.25

QUANTITY ORDERED _____

PAYLOADER

Working model can dig, load and carry all kinds of materials: bulldoze, level, grade or scrape, hoist, push or pull larger objects. Crank raises bucket on two sets of arms. Tip-proof bucket remains level until spring latch is released. Non-stripping case-hardened steel gears in hoisting mechanism mean rugged durability, smooth operation, long life. Big 3¼" diam. Rubber-tired metal wheels are steerable. Strong heavy-gauge steel construction has durable, sprayed baked-enamel finish. 18" L.; 7" W., 7-5/8" H. 1 to box. 6 to ctn. Wt. per doz. 104 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1309.....EACH $ 8.35

QUANTITY ORDERED _____

TOURNAHOPPER

Faithful scale model. Strong heavy-gauge steel construction has durable, sprayed baked-enamel finish and big 3¼" diam. rubber-tired metal wheels. It hauls and dumps, built to snake, turn, and rock like the big earth movers. Big clam-shell-type dump hopper empties cleanly in a hurry, operates by rear lever with strong spring return. Front and back units are joined by two-way pivot for free action. 22½" L.; 5¾" W.; 6½" H. 1 to box. 6 to ctn. Wt. per doz. 95 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1308..... ....EACH $ 8.35

QUANTITY ORDERED _____

CATERPILLAR TRIO

Made of sturdy 475 Styron (5 times tougher) with full steering, loading dumping action. Set includes; No. 2553 Wagon, No. 2552 Scraper, and No. 2554 Motor Grader. 1 set to display box. 6 to ctn., 10 lbs. Revell, Inc.

NO. 2555.... ....EACH $ 2.49
QUANTITY ORDERED _____

ROAD BUILDING SET

Set consists of orange flat bed truck, green road roller with red wheels, yellow scraper; all with aluminum trimming. 1 set to box. 1 dz. to ctn., 22 lbs. Hubley Mfg. Co. (Plastic)

NO. 60.....EACH $ 1.98
QUANTITY ORDERED _____

FARM SET

B & R

Metal. Set consists of tractor, plow, cultipacker, spreader and farm wagon, all interlocking. Red with metallic and aluminum trimming. Black rubber wheels; yellow plastic discs on tractor. 1 set to box. 6 to ctn., 17 lbs. Hubley Mfg. Co.

NO 50.. . . . .EACH $ 3.25
QUANTITY ORDERED _____

TRUCK SET

Plastic. Set consists of lift the hood and see the motor dump truck, wrecker, hook & ladder and telephone truck in assorted colors. 1 set to box. 1 dz. to ctn., 18 lbs. Hubley Mfg. Co.

NO. 65.....EACH $ 1.98
QUANTITY ORDERED _____

TRU-MINIATURE CAR AND TRUCK ASSORTMENT

[NOT ILLUSTRATED]

Consists of: 2 #1253 Plymouth Suburban, 2 #1853 Plymouth Sedan, 2 #2053 Nash Sedan; 2 #2153 Diamond T Dump Truck; 2 #2253 Diamond T Truck & Van, 1 #953 International Harvester Stake Model Truck; 1 #1053 International Harvester Dump Truck; and 1 Free Display. Product Miniature Co.

NO. 3000 ASSORTMENT.....EACH $24.95
QUANTITY ORDERED _____

YOUNG PLUMBER PLAY SET

B & R

A large plumber's truck with built-in water tank, lift-up hood revealing exact scale motor, removable wheels with jack and wrench; complete set of plumber's tools and assorted pipes, fittings, bathtub, vise, etc. 1 dz. to ctn., 10 lbs. Revell, Inc.

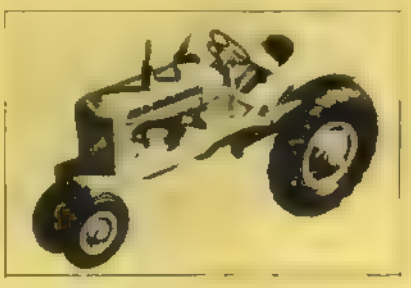
NO. 2557.....EACH $ 1.98
QUANTITY ORDERED _____

TRACTOR

Metal. Red with realistic engine details. Aluminum trimming. Yellow plastic wheels with black rubber tires. 7" L. 1 to box. 1 dz. to ctn., 13 lbs. Hubley Mfg. Co.

NO. 472.....EACH $ 0.98
QUANTITY ORDERED _____

ALLIS-CHALMERS TRACTOR



Rubber tires. Details are perfect in breather pipe, muffler, headlights and engine. Steering wheel and belt pulley turn. 8" long. Product Miniature Co., Inc.

NO. 1351... ....EACH $ 1.98
QUANTITY ORDERED _____

TRACTOR

B & R

Metal. Red with aluminum trimming. Realistic engine details visible on both sides. Spring action driver's seat. Front wheels operated by steering wheel. All metal wheels with black, treaded, rubber tires. 9½" L. 1 to box. 1 dz. to ctn., 21 lbs. Hubley Mfg. Co.

NO. 499.....EACH $ 1.98
QUANTITY ORDERED _____

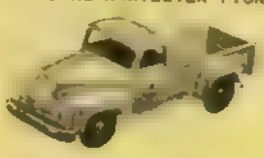
INTERNATIONAL HARVESTER TRACTOR AND WAGON

Flexible rubber tires; steering wheel turns. Made of tough high impact plastic. 8" L.; 4½" W.; Wagon is 7" L. (plus tongue), 3½" H. —has steering mechanism. Product Miniature Co.

NO. 146, TRACTOR ONLY.....EACH $ 1.98
QUANTITY ORDERED _____

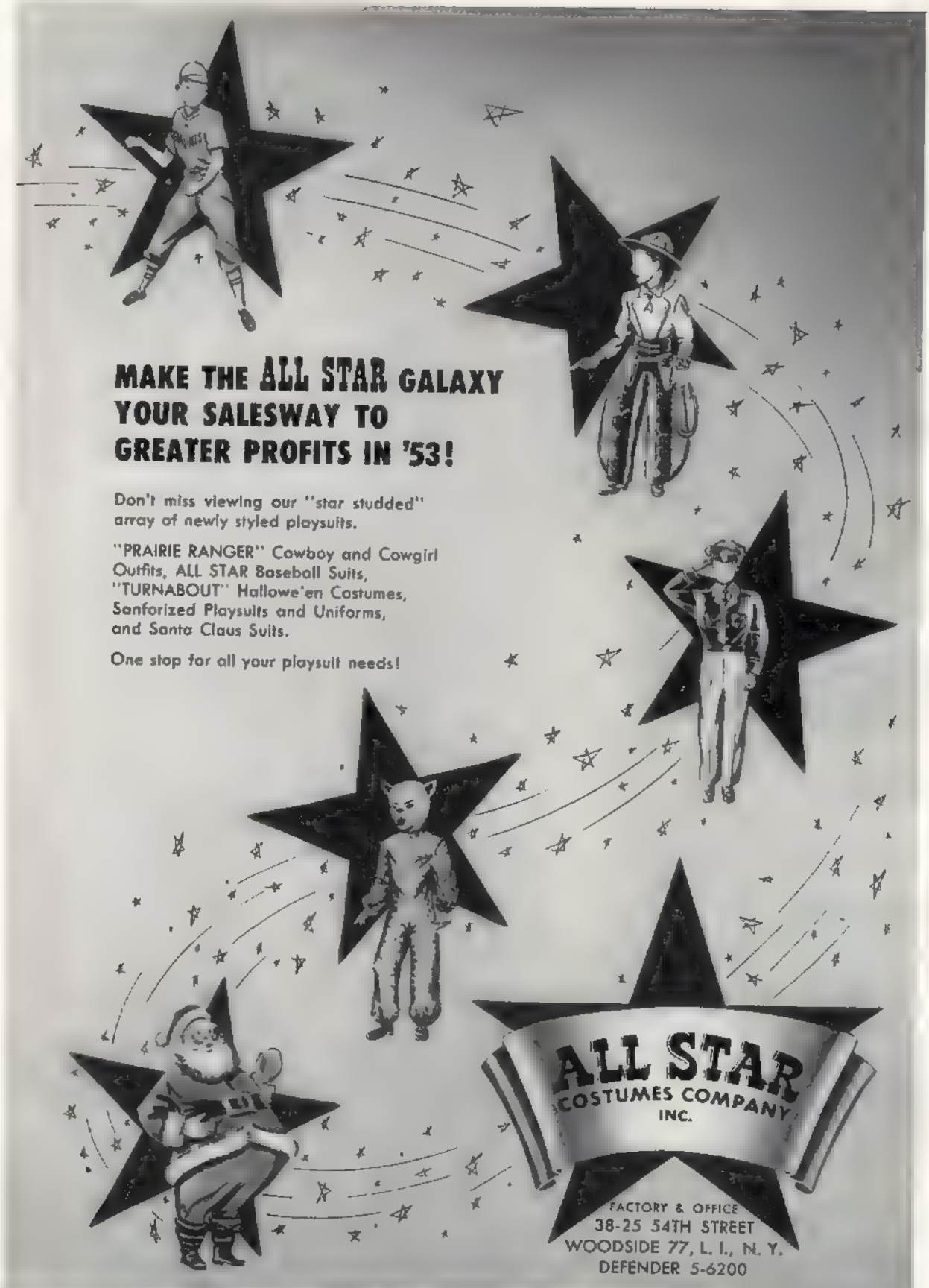
NO. 648, COMBINATION.....EACH $ 2.88
QUANTITY ORDERED _____

INTERNATIONAL HARVESTER PICKUP TRUCK



Chrome-plated bumpers and grille, new type plastic "leather" upholstery, headlights and rubber tires. Axles, drive shaft, springs and undercarriage parts are shown in detail. 9½" long; 3½" high. 1" wide. Product Miniature Co.

NO. 853..... .. ..EACH $ 1.98
QUANTITY ORDERED _____



Permanent Showroom: 200 Fifth Ave., Room 317 • At the TOY FAIR, HOTEL McAlpin, Rooms 945, 947

*Prince Eugene**

SOLID STERLING SILVER

PRINCE EUGENE, for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in lovely Vienna, then the seat of continental culture. When Vienna was threatened by the Turks, it was PRINCE EUGENE of Savoy who was its defender—and his successes gained for him the everlasting gratitude of the people.

PRINCE EUGENE is a heavy-weight, complete open stock pattern . . furnished in beautiful soft Butler finish. All Blades are Mirror Finish, Stainless Steel. Illustrated . Luncheon Knife and Fork, Teaspoon and Salad Fork . . . actual size.

*Trade Marks

"PRINCE EUGENE" PATTERN—HEAVY WEIGHT THROUGHOUT

PLACE SETTINGS

		Retail Prices Tax Included Each
Luncheon Size		
3935CU1532	5-Piece Place Setting	$32.25
3936CU1746	6-Piece Place Setting	36.75
Dinner Size		
3937CU1651	5 Piece Place Setting	$34.75
3938CU1864	6 Piece Place Setting	39.25

PLACE SETTING CONTENTS

5-Piece Place Settings—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

6-Piece Place Settings—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader flat Handle

		Dozen
Staples		
3903CU2850	Tea Spoon	$ 60.00
3904CU3848	Luncheon Knife* . .	81.00
3905CU4560	Luncheon Fork	96.00
3906CU3705	Individual Salad Fork	78.00
3907CU3420	Cream Soup Spoon . .	72.00
3908CU4133	Dinner Knife*	87.00
3909CU5700	Dinner Fork .	120.00

FANCY DOZENS

		Retail Prices Tax Included Dozen
3910CU2565	Butter Spreader, Flat Handle	$54.00
3911CU3278	Butter Spreader Hollow Handle*	69.00
3912CU2565	Cocktail or Oyster Fork	54.00
3913CU1425	Coffee Spoon (After Dinner)	30.00
3914CU3990	Dessert or Oval Bowl Soup Spoon . . .	84.00
3915CU3420	Iced Beverage Spoon.	72.00

CARVING SETS

		Each Set
3916CU1830	Roast Carver & Fork Set*	$38.50
3917CU2743	Roast Carver Fork & Steel Set*	57.75
3918CU1021	Steak Carver & Fork Set*	21.50

Fancy Single Pieces

		Retail Prices Tax Included Each
3919CU285	Bonbon or Nut Spoon	$ 6.00
3920CU404	Butter Knife	8.50
3921CU261	Butter Pick or Olive Fork	5.50
3922CU297	Cheese Server*	6.25
3923CU653	Cold Meat or Salad Fork, Small	13.75
3924CU369	Cream or Sauce Ladle.	7.75
3925CU606	Gravy Ladle	12.75
3926CU344	Jelly Server	7.25
3927CU226	Lemon Fork	4.75
3928CU487	Pie Server*	10.25
3929CU867	Salad Fork Serving .	18.25
3930CU867	Salad Spoon Serving . .	18.25
3931CU344	Sugar Spoon	7.25
3932CU404	Sugar Tongs	8.50
3933CU594	Table or Serving Spoon	12.50
3934CU760	Tomato Server, Flat Handle	16.00

* Hollow Handle, Mirror Finish Stainless Steel Blades.

Items on This Page Subject to 20% Federal Excise Tax If Not for Resale

AN ALVIN* ORIGINAL DESIGN

The romantic beauty of yesteryear becomes the fashion of today. Ageless beauty embossed in sterling, the loveliest of time-honored metals.

Showing beautifully designed back of handles with name embossed in each piece.

Illustrations Actual Size

*Chateau Rose**

SOLID STERLING SILVER

The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

*Trade Marks

SPECIFY "CHATEAU ROSE" PATTERN WHEN ORDERING

PLACE SETTINGS

A 6 piece place setting, the ideal starting service, consists of 1 Regular Teaspoon, 1 Knife and 1 Fork, 1 Individual Salad Fork, 1 Cream Soup Spoon and flat Butter Spreader.

		Retail Tax Incl. Each
3240CU1415	6-Pc. Place Setting with Dessert Knives, Forks	$29.75
3239CU1557	6-Pc. Place Setting with Dinner Knives, Forks	32.75

STAPLES

		Dozen
3241CU2138	Teaspoon	$45.00
3243CU3420	Luncheon Knife	72 00
3242CU3278	Luncheon Fork	69 00
3246CU2993	Individual Salad Fork	63 00
3245CU2850	Cream Soup Spoon	60.00
3247CU3848	Dinner Knife	81.00
3248CU4560	Dinner Fork	96.00

FANCY DOZENS

		Retail Tax Incl. Dozen
3244CU2280	Butter Spreader, Flat Handle	48.00
3902CU2993	Butter Spreader, Hollow Handle	63.00
3250CU1995	Cocktail or Oyster Fork	42.00
3268CU1283	Coffee Spoon	27.00
3269CU3278	Dessert or Oval Soup Spoon	69.00
3249CU2850	Iced Beverage Spoon	60.00

CARVING SETS

		Retail Tax Incl. Each
3901CU1735	Roast Carver and Fork Set	$36.50
3275CU950	Steak Set	20.00

FANCY SINGLE PIECES

		Retail Tax Incl. Each
3940CU238	Bon Bon or Nut Spoon	$ 5.00
3273CU380	Butter Knife	8 00
3276CU226	Butter Pick or Cheese Fork	4 75
3941CU285	Cheese Server	6 00
3271CU475	Cold Meat or Salad Fork, Small	10 00
3277CU297	Cream or Sauce Ladle	6.25
3272CU558	Gravy Ladle	11.75
3278CU297	Jelly Server	6.25
3942CU190	Lemon Fork	4.00
3287CU463	Pie Server	9.75
3279CU713	Salad Fork, Serving	15.00
3280CU713	Salad Spoon, Serving	15.00
3274CU273	Sugar Spoon	5.75
3943CU356	Sugar Tongs	7.50
3270CU439	Table or Serving Spoon	9.25
3944CU653	Tomato Server, Flat	13.75

Items on This Page Subject to 20% Federal Excise Tax If Not for Resale

*Prince Eugene**

SOLID STERLING SILVER

PRINCE EUGENE, for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in lovely Vienna, then the seat of continental culture. When Vienna was threatened by the Turks, it was PRINCE EUGENE of Savoy who was its defender—and his successes gained for him the everlasting gratitude of the people.

PRINCE EUGENE is a heavy-weight, complete open stock pattern . . furnished in beautiful soft Butler finish. All Blades are Mirror Finish, Stainless Steel. Illustrated . Luncheon Knife and Fork, Teaspoon and Salad Fork . . . actual size.

*Trade Marks

"PRINCE EUGENE" PATTERN—HEAVY WEIGHT THROUGHOUT

PLACE SETTINGS

		Retail Prices Tax Included Each
Luncheon Size		
3935CU1532	5-Piece Place Setting	$32.25
3936CU1746	6-Piece Place Setting	36.75
Dinner Size		
3937CU1651	5 Piece Place Setting	$34.75
3938CU1864	6 Piece Place Setting	39.25

PLACE SETTING CONTENTS

5-Piece Place Settings—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon

6-Piece Place Settings—Knife, Fork, Teaspoon, Salad Fork, Cream Soup Spoon, Butter Spreader flat Handle

		Dozen
Staples		
3903CU2850	Tea Spoon	$ 60.00
3904CU3848	Luncheon Knife* . .	81.00
3905CU4560	Luncheon Fork	96.00
3906CU3705	Individual Salad Fork	78.00
3907CU3420	Cream Soup Spoon . .	72.00
3908CU4133	Dinner Knife*	87.00
3909CU5700	Dinner Fork .	120.00

FANCY DOZENS

		Retail Prices Tax Included Dozen
3910CU2565	Butter Spreader, Flat Handle	$54.00
3911CU3278	Butter Spreader Hollow Handle*	69.00
3912CU2565	Cocktail or Oyster Fork	54.00
3913CU1425	Coffee Spoon (After Dinner)	30.00
3914CU3990	Dessert or Oval Bowl Soup Spoon . . .	84.00
3915CU3420	Iced Beverage Spoon.	72.00

CARVING SETS

		Each Set
3916CU1830	Roast Carver & Fork Set*	$38.50
3917CU2743	Roast Carver Fork & Steel Set*	57.75
3918CU1021	Steak Carver & Fork Set*	21.50

Fancy Single Pieces

		Retail Prices Tax Included Each
3919CU285	Bonbon or Nut Spoon	$ 6.00
3920CU404	Butter Knife	8.50
3921CU261	Butter Pick or Olive Fork	5.50
3922CU297	Cheese Server*	6.25
3923CU653	Cold Meat or Salad Fork, Small	13.75
3924CU369	Cream or Sauce Ladle.	7.75
3925CU606	Gravy Ladle	12.75
3926CU344	Jelly Server	7.25
3927CU226	Lemon Fork	4.75
3928CU487	Pie Server*	10.25
3929CU867	Salad Fork Serving .	18.25
3930CU867	Salad Spoon Serving . .	18.25
3931CU344	Sugar Spoon	7.25
3932CU404	Sugar Tongs	8.50
3933CU594	Table or Serving Spoon	12.50
3934CU760	Tomato Server, Flat Handle	16.00

* Hollow Handle, Mirror Finish Stainless Steel Blades.

Items on This Page Subject to 20% Federal Excise Tax If Not for Resale

AN ALVIN* ORIGINAL DESIGN

The romantic beauty of yesteryear becomes the fashion of today. Ageless beauty embossed in sterling, the loveliest of time-honored metals.

Showing beautifully designed back of handles with name embossed in each piece.

Illustrations Actual Size

*Chateau Rose**

SOLID STERLING SILVER

The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble.

"Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

*Trade Marks

SPECIFY "CHATEAU ROSE" PATTERN WHEN ORDERING

PLACE SETTINGS

A 6 piece place setting, the ideal starting service, consists of 1 Regular Teaspoon, 1 Knife and 1 Fork, 1 Individual Salad Fork, 1 Cream Soup Spoon and flat Butter Spreader.

		Retail Tax Incl. Each
3240CU1415	6-Pc. Place Setting with Dessert Knives, Forks	$29.75
3239CU1557	6-Pc. Place Setting with Dinner Knives, Forks	32.75

STAPLES

		Dozen
3241CU2138	Teaspoon	$45.00
3243CU3420	Luncheon Knife	72 00
3242CU3278	Luncheon Fork	69 00
3246CU2993	Individual Salad Fork	63 00
3245CU2850	Cream Soup Spoon	60.00
3247CU3848	Dinner Knife	81.00
3248CU4560	Dinner Fork	96.00

FANCY DOZENS

		Retail Tax Incl. Dozen
3244CU2280	Butter Spreader, Flat Handle	48.00
3902CU2993	Butter Spreader, Hollow Handle	63.00
3250CU1995	Cocktail or Oyster Fork	42.00
3268CU1283	Coffee Spoon	27.00
3269CU3278	Dessert or Oval Soup Spoon	69.00
3249CU2850	Iced Beverage Spoon	60.00

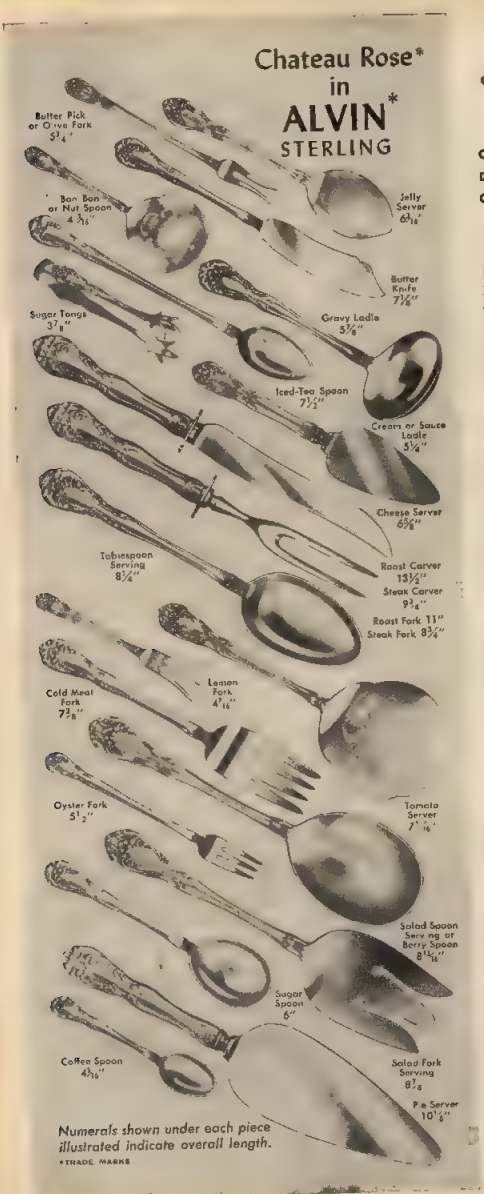
CARVING SETS

		Retail Tax Incl. Each
3901CU1735	Roast Carver and Fork Set	$36.50
3275CU950	Steak Set	20.00

FANCY SINGLE PIECES

		Retail Tax Incl. Each
3940CU238	Bon Bon or Nut Spoon	$ 5.00
3273CU380	Butter Knife	8 00
3276CU226	Butter Pick or Cheese Fork	4 75
3941CU285	Cheese Server	6 00
3271CU475	Cold Meat or Salad Fork, Small	10 00
3277CU297	Cream or Sauce Ladle	6.25
3272CU558	Gravy Ladle	11.75
3278CU297	Jelly Server	6.25
3942CU190	Lemon Fork	4.00
3287CU463	Pie Server	9.75
3279CU713	Salad Fork, Serving	15.00
3280CU713	Salad Spoon, Serving	15.00
3274CU273	Sugar Spoon	5.75
3943CU356	Sugar Tongs	7.50
3270CU439	Table or Serving Spoon	9.25
3944CU653	Tomato Server, Flat	13.75

Items on This Page Subject to 20% Federal Excise Tax If Not for Resale



ALVIN

Solid Sterling Silverware

Available in the Following Patterns in Open Stock

CHATEAU ROSE	SOUTHERN CHARM
DELLA ROBBIA	CHASED ROMANTIQUE
CHAPEL BELLS	ROMANTIQUE

Be Sure to Specify pattern Desired When Ordering

All Above Patterns Are Furnished in Regular Weights

NATIONALLY ADVERTISED . . . 975/1000 FINE

Nationally advertised Alvin Sterling Silver Flatware is guaranteed to be the highest quality of workmanship and finish.

Alvin Sterling is fashioned by artist-designers who gain their inspiration and creative ideas from women, themselves, everywhere . . . in colleges, in women's clubs, and in other important groups . . . whose wishes determine the styles of the day. So it can be truly said . . . Alvin Sterling patterns follow the dictates of fashion.

Each piece is beautifully balanced for hand comfort . . . and made only in substantial service weights to give a lifetime of prideful ownership and satisfaction.

SPOONS

No.	Description	Retail Price Tax Included
3241CU2138	Teaspoon, Regular	$45.00 doz
3268CU1283	Coffee Spoon	27.00 doz
3245CU2850	Cream Soup Spoon	60.00 doz
3269CU3278	Dessert or Oval Spoon	69.00 doz
3249CU2850	Iced Teaspoon	60.00 doz
3280CU713	Salad or Berry Spoon	15.00 ea
3270CU439	Tablespoon	9.25 ea
3274CU273	Sugar Spoon	5.75 ea.
3940CU238	Bon Bon or Nut Spoon	5.00 ea.

FORKS

3242CU3278	Flat Luncheon Fork, 7¼ in.	$69.00 doz
3248CU4560	Dinner Fork, 7¾ in.	96.00 doz
3246CU2993	Individual Salad Fork	63.00 doz
3250CU1995	Oyster Fork	42.00 doz
3276CU226	Butter or Olive Fork	4.75 ea
3271CU475	Cold Meat Fork	10.00 ea
3942CU190	Lemon Fork	4.00 ea
3943CU356	Sugar Tongs	7.50 ea

Hollow Handle Stainless Steel Blade Knives

Mirror Finish

3243CU3420	Luncheon Knife, 8⅝ in.	$72.00 doz.
3247CU3848	Dinner Knife, 9½ in.	81.00 doz.

BUTTER SPREADERS

3244CU2280	Flat Butter Spreader	$48.00 doz.
3902CU2993	Hollow Handle Butter Spreader	63.00 doz.

FANCY SINGLE SERVING PIECES

3273CU380	Butter Knife	$ 8.00 ea
3272CU558	Gravy Ladle	11.75 ea
3279CU713	Salad Server	15.00 ea
3278CU297	Jelly Server	6.25 ea
3277CU297	Cream or Sauce Ladle	6.25 ea.
3287CU463	Pie Server, Hollow Handle	9.75 ea
3941CU285	Cheese Server	6.00 ea
3944CU653	Tomato Server, Large	13.75 ea

STEAK SETS

Hollow Handle, Stainless Steel

3275CU950	2-Pc. Knife & Fork Steak Set	$20.00 set
3901CU1735	2-Pc. Roast Carving Set	36.50 set

NATIONALLY ADVERTISED IN

Harper's Bazaar
Women's Home Companion
Better Homes and Gardens
House and Garden
House Beautiful
American Home
Mademoiselle
Vogue
Bride

ALVIN* ORIGINAL DESIGNS NATIONALLY ADVERTISED STERLING

*TRADE MARKS

CHARMING ALVIN PATTERNS . . . SOLID STERLING SILVER . . . FURNISHED IN REGULAR WEIGHT

The merit of its quality is in the sincerety of purpose of its makers to do everything humanly possible to make the best sterling silver flatware obtainable. Each piece is beautifully balanced for hand comfort . . . and made only in substantial service weights to give a lifetime of prideful ownership and satisfaction. And it is, indeed, inexpensive . . . in terms of service rendered. ALVIN STERLING is fully guaranteed to be of the highest quality and standard of workmanship and finish

ROMANTIQUE

A classic among fashion's smartest sterling patterns.

The silvery gleam of moonbeams, casting their scintillating lights and shadows over tranquil waters, expresses best the quiet dignity of this classical interpretation of the contemporary arts in fine silversmithing. Rich in simplicity, it is designed with a taste for charm. Furnished in soft, lustrous butler finish

DELLA ROBBIA

A pattern of sheer beauty and charm with a romantic background.

Designing genius has translated into lovely sterling the spirit of eternal youth from the works of Luca Della Robbia . . . famous sculptor of the fifteenth century . . . for your everlasting enjoyment. It fits perfectly into that charming picture any hostess creates whenever she sets a beautifully appointed table for her friends. Soft, lustrous butler finish

CHAPEL BELLS

A contemporary pattern of classical origin, styled for the fashion of today.

The intonation of the soft musical tones that its name implies best expresses the beauty and simplicity of this lovely pattern. Dainty in outline, yet strong in character, CHAPEL BELLS is "at home" where improved social standing is attained by setting the style in lovely table appointments. Furnished in soft, lustrous butler finish.

CHATEAU ROSE

The romantic beauty of yesteryear becomes the fashion of today.

The flowing contour of this lovely pattern is richly enhanced by the lyre-like rhythm of easy-flowing scrolls that embrace, with the gentleness of dawn, the dew-freshened flowers that lend their star-like sparkle and live on in pompous splendor, as does the style of the Regency and Louis XIV periods that inspired its conception for the fashion of today. Soft, lustrous butler finish

SOUTHERN CHARM

A new, alluring pattern . . . gracefully streamlined, vivid and fashionable.

A smart, new pattern of time-honored motifs, so much in demand by the discriminating hostess because of their acknowledged beauty and enduring charm. Its concaved surfaces beautifully reflect the highlights and shadows that gracefully dance amid reflections of soft lights from lovely crystals and china that complete the table ensemble. Soft, lustrous butler finish

CHASED ROMANTIQUE

"Styled" to remain in good taste . . . being neither severely plain nor lavish.

Ribbons of scintillating reflections flow freely from the flute-like panels of this aristocrat of fashionable designs, to mingle with the sparkling highlights created by deep-cut chased effect scroll and floral motif borders of LOUIS XV origin. Its slender contour lends a touch of feminine dignity that is enriched by its soft, lustrous butler finish

All Patterns Above—Regular Weight

Prices For 6-Piece Settings on Patterns Illustrated Are All The Same

SINGLE PLACE SETTING

Six Pieces consists of 1 regular teaspoon, 1 dessert knife and fork, 1 individual salad fork, 1 cream soup spoon and 1 butter spreader.

When Ordering Be Sure to Specify Pattern Desired and Number of Settings.

Tax Included

3240CU1415—Per place setting.....**Retail $29.75**

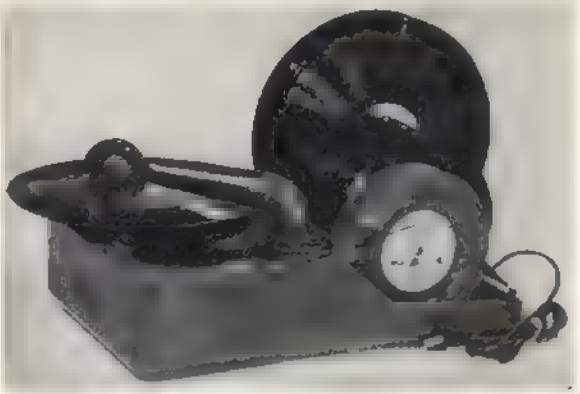
3239CU1557—Same as above only with Dinner Knives and Forks.....**Retail 32.75**

Note: Multiple place settings are based on the above prices.

Alvin Sterling Always Remains in Good Taste

Alvin Sterling Flatware patterns can be selected with every assurance that they will remain in good taste and that replacements or fill-ins are always obtainable. Alvin Sterling Flatware patterns are never completely discontinued.

TOY LEADERS FOR '53



ELECTRIC ACOUSTIC RECORD PLAYER
WITH BUILT-IN RECORD RACK FOR 40 RECORDS
Will play 4" to 10" records.
Suggested Retail $9.95

Also available—record albums consisting of three 7" records at 98¢ Retail. America's favorite Nursery Rhymes, Westerns, Hill Billy Song Stories and Lullabyes.

3-SPEED RECORD PLAYER
WITH BUILT-IN RECORD RACK

33⅓, 45 and 78 RPM's with amplifier. Attractive and sturdy case, built-in record rack. Will play all records to 10".

Suggested Retail $19.95

Manufactured by CREST RECORDS, Inc.

STUFFED TOYS

The Greatest Advance in 50 Years

WASHABLE FOAM RUBBER
STUFFED PLUSH TOYS

Automatic Washing Machine Tested. SANITARY, Cuddly Animal Characters. Popularly priced for volume sales.

$1.49 to $5.00 Retail

F.O.B. New York City

See "SARK"

The Sensational Cross-Word Card Game

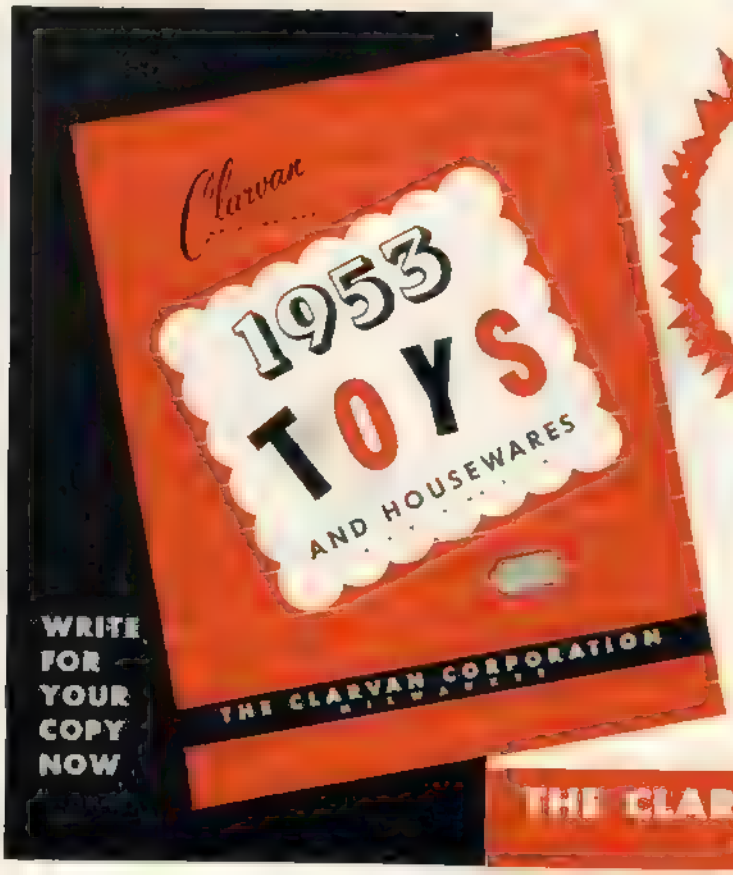
Suggested Retail Price $1.00

Complete line of
GRATON & KNIGHT HOLSTER SETS
made of hair-on hides, and top grain cow-hide sets, with adjustable belts and holsters. (See advertisement elsewhere in this issue.)

AL COUSINS ASSOCIATES

Sole Sales Representative

200 5th AVENUE ROOM 263 NEW YORK 10, N. Y.



NEW
24 PAGE CATALOG

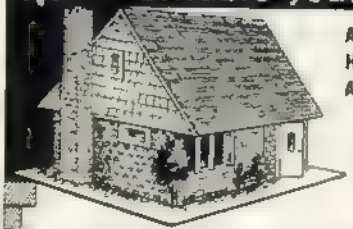
Showing new pre-inflated plastic toys for year 'round sales. Includes bulk items, packaged items, and items specially packaged for rack merchandising.

* * *

See our entire line at the Toy Fair, New Yorker Hotel, Suite 705 or visit our permanent show room, Room 852, 200 Fifth Ave., New York City.

THE CLARVAN CORPORATION

STIMULATE YOUR SLACK SEASON SALES
... with Bild-a-Brik
New Profitable year 'round SELLER



APPEALS TO ALL AGES
HOBBYISTS, HOME BUYERS
AND BUDDING ARCHITECTS

THE KIT WITH REAL MORTAR AND BRICKS

EDUCATIONAL! — SELLS ON SIGHT!

Greatly publicized in leading national publications and T.V. Stations • New soluble mortar allows re-use • BRICKS SCALED TO SIZE • Additional materials always available for EXTRA profits!

Set includes 600 bricks, 6 windows, 7 doors, 2 sets of decorative trees, 1 bag soluble mortar (permanent mortar available for permanent buildings) floor covering, sample shingle strip set of stickers for billboards. True to Scale 0 to 027 Gauge Designs and instructions included. **Retail Price—$4.98;** Slightly Higher West of the Mississipp .

Juniors Love It . . . Parents Can't Resist It

SEE US AT THE TOY FAIR
Hotel McALPIN Room 881

ALLIED TOY COMPANY, 180 CASPER STREET
Dept. P VALLEY STREAM, LONG ISLAND, N.Y.

IT'S NEW!
IT'S DIFFERENT!
IT'S NOVEL!

WHEEL OF FORTUNE
pocket roulette key chain charm

PRICED LOW FOR VOLUME SALES
CARDED ON COLORFUL TAB-UP DISPLAY,
24 UNITS IN ASSORTED RED AND BLACK
HAS UTILITY AS WELL AS NOVELTY APPEAL

Crisloid's Wheel of Fortune is ready for immediate shipment; they're beautiful miniature reproductions of professional roulette wheels and perform similarly. The spinning wheel consists of a plastic base aluminum disc and shiny brass cross bar. It has golden-like numerals ranging from 1 to 12 on an alternate red and black background. Crisloid's top jobbers have market tested this item and in every case it has been a record sales breaker. Be the first in your area to cash in on this big profit maker.

ORDER IMMEDIATELY. WRITE NOW FOR COMPLETE INFORMATION

Crisloid plastics inc.
71 REYNOLDS AVE., PROVIDENCE, R. I.

FOR **1953**

KEEP

YOUR

EYES ON

AMERICAN CHARACTER DOLL

NOBODY — but **NOBODY** had enough Tiny Tears, Sweet Sue, I Love Lucy and the other American Character Dolls in '52

AMERICAN CHARACTER DOLL CO. 200 Fifth Avenue New York

You don't need a—

CRYSTAL BALL

. . . because it's

CRYSTAL CLEAR

why so many dealers visit the

CRYSTAL ROOM

Hotel McAlpin, First Mezzanine at the Toy Fair

. . . to see the leading line of

VELOCIPEDES SIDEWALK BIKES DOLL CARRIAGES

by

Hedstrom

HEDSTROM UNION CO., Fitchburg, Mass., Dothan, Ala.

WOODBURY HARDWARE COMPANY

Headquarters for

American Flyer Trains

No. 293

No. 343

No. 316

No. 326

No. 336

No. 466

No. 4778

No. 4745

No. 375

No. 4713

AMERICAN FLYER amazing "Pull-mor"—the greatest advance in model railroading. With this exclusive feature your American Flyer steam-type locomotives can pull as many as FORTY cars or climb steep grades hitherto considered impossible! Ask your dealer for a demonstration. All steam locos in this page are equipped with "Pull-mor."

No. 293 "PACIFIC" 4-6-2 LOCOMOTIVE AND TENDER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND "PULL-MOR"

Remarkable new "Pull-mor" plus six big driving wheels give this hefty die-cast American Flyer locomotive capacity for rugged mountain climbing or freight and passenger hauls of up to 40 cars. New Red Glowing Smoke combined with realistic choo-choo-choo-choos that come from the boiler provide utmost in model railroading. Tender is equipped with real railroad Knuckle Couplers and has New York, New Haven & Hartford R.R. markings. Loco and Tender measure 17¾".

No. 343 "NICKEL PLATE R.R." 0-8-0 SWITCHER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND AND "PULL-MOR"

Look at the detail piled upon detail of this magnificent die-cast 0-8-0 "yard goat" and you'll understand why model experts and railroadmen alike consider it one of the finest steam switchers ever made. Now, with Red Glowing Smoke, Choo-Choo sound, power-packed "Pull-mor" that means longer hauls and steeper grade climbing, the reliable switcher is better than before. When you see her in action in the yards, shunting cars to sidings, pushing strings of reefers and doing other chores, you'll agree there's no finer railroading sight. Tender has Knuckle Couplers. Loco and Tender measure 14¾"

No. 316 "PENNSYLVANIA R.R." 4-6-2 LOCOMOTIVE AND TENDER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL-MOR"

Watch this mighty die-cast Pennsylvania K-5 "Pull-mor"-equipped Locomotive make a freight drag of 40 cars or steam up a rugged mountain grade and you'll know you're seeing a real loco in action. Red Glowing Smoke puffs out of the stack and right from the boiler you hear the steady choo-choo-choo-choo sounds. Now press the remote control button and hear the thrilling Air Chime Whistle blast for a grade crossing! Tender has Knuckle Couplers. Loco and Tender measure 17¾" long.

No. 326 "HUDSON" 4-6-4 LOCOMOTIVE AND TENDER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL-MOR"

Massiveness and power are suggested in the lines of this hefty die-cast 4-6-4 "Hudson" type locomotive, the prototype of which was made famous by the New York Central. And that's just what this American Flyer scale model loco has, too, with its "Pull-mor" feature that permits long car hauls and steep grade climbing. Choo-Choo sounds keep time with the puffs of Red Glowing Smoke, while the built-in Air Chime Whistle blows by remote control. Tender has Knuckle Couplers. Loco and Tender measure 19" long.

No. 336 "UNION PACIFIC" 4-8-4 LOCOMOTIVE AND TENDER

WITH RED GLOWING SMOKE, CHOO-CHOO SOUND, WHISTLE AND "PULL-MOR"

Just see the sweeping length of this gigantic 8-wheel drive die-cast "smoker," patterned after one of the biggest American locomotives ever made! A full 21½ inches—the mightiest steam locomotive in the American Flyer roundhouse—and with its big, new and more powerful worm-drive motor plus sensational "Pull-mor" it's a beast for performance. Watch it puff Red Glowing Smoke and hear it sound off with choo-choos—and then blow the remote control Air Chime Whistle, newest real railroading feature! This big "Northern" type loco is a dual purpose job, equally at home with a freight drag or passenger haul. Couplers on Tender are Knuckle type. Loco and Tender measure 21½" long.

No. 466 "SILVER COMET" DIESEL LOCOMOTIVE

WITH REAL RAILROAD KNUCKLE COUPLERS

Here's a single "A" unit "growler" that will handle your long freight drags with dispatch or make a speedy on-time passenger run. Powerful worm-drive motor assures realistic starting and stopping. Full remote control operation. Locomotive is beautifully designed with gleaming silver finish and rich Arctic blue-green striping. Lettering and Comet design are yellow. Locomotive measures 12¾" long.

No. 4778 "SILVER FLASH" TWO-UNIT DIESEL LOCOMOTIVE

WITH TWO WORM DRIVE MOTORS AND AIR CHIME WHISTLE

Couple this big Diesel powerplant to any string of cars in your freight or passenger division and see how it walks away with ease. Mighty "A" unit has not one but TWO worm-drive motors for added speed and power; "B" unit has built-in Air Chime Whistle which can be blown by remote control. Color scheme is chocolate brown against a silver finish background, with orange lettering. "State of Maine" pine tree on rear is green. Two units measure 24 inches long.

No. 4745 "SILVER ROCKET" DIESEL LOCOMOTIVE

WITH TWO WORM DRIVE MOTORS AND AIR CHIME WHISTLE

The all-purpose Diesel workhorse you've been looking for—a double "A" unit American Flyer scale model of the famous Alco Diesel, with TWO worm-drive motors, built-in Air Chime Whistle and operating Knuckle Couplers. Made to travel at super speeds, it will also pull a heavy freight or passenger load. Color design features Forest Green and Gold on a background of bright silver finish. Locomotive measures 24" long.

No. 375 "GENERAL MOTORS" DIESEL ROAD SWITCHER

WITH BUILT IN AIR CHIME WHISTLE

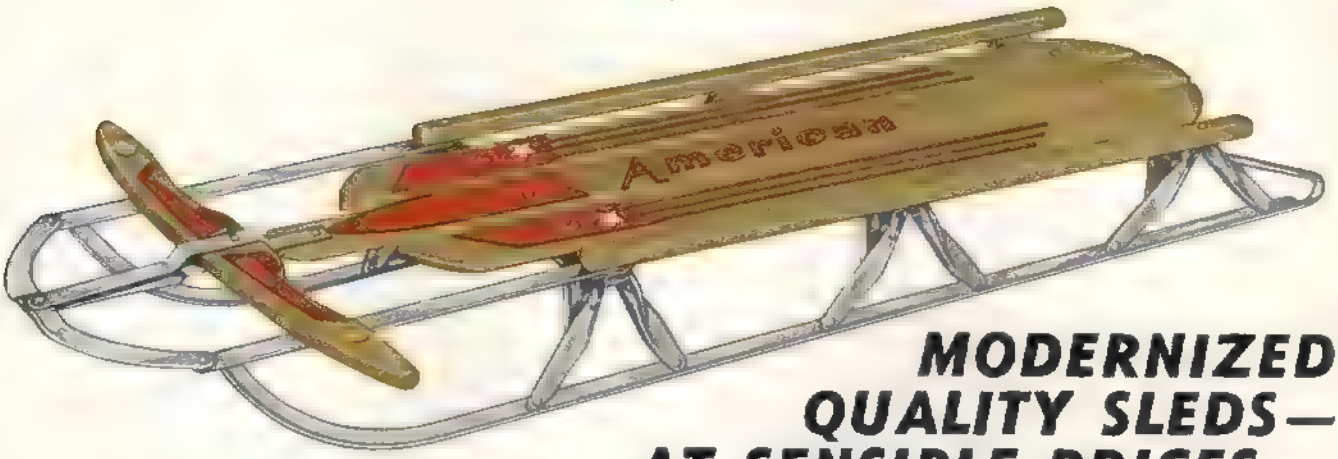
For your busy terminals and classification yards you'll want this all-around Diesel workhorse. Rare gear—a 3/16" scale model of the General Motors GP-7 "Jeep" Road Switcher with railroad type Knuckle Couplers. Powered with a Gilbert worm-drive motor it can "hump" your freights or make a fast passenger run equally well. Realistic Air Chime Whistle blows by remote control. Note intricate detail and heavy die-cast truck sides. In addition to two headlights, number boxes on front and rear are illuminated. Loco measures 10½" long.

No. 4713 THREE-UNIT AMERICAN FLYER DIESEL—"THE CHIEF"

WITH TWO WORM DRIVE MOTORS AND AIR CHIME WHISTLE

The ultimate in Diesel railroading—a mammoth three-unit Locomotive ("A", "B" and "A") which measures over THIRTY-SIX inches long and which will give your model road the last word in authenticity. The mighty "Chief," with its double worm-drive motors, will haul almost anything you care to couple to it, and as she comes streaking down the track Air Chime Whistle blaring, she's a sight to see and a joy to hear. Color scheme is red nose and striping, yellow letters and a background of bright silver finish. Locomotive measures 36⅜" long.

THE AMERICAN SLED



MODERNIZED QUALITY SLEDS— AT SENSIBLE PRICES...

AMERICAN—BEST BUY IN SLEDS. STRENGTH COMBINED WITH DURABILITY, YET ARE PRICED FOR PROFITS. FAST ★ GOOD LOOKING ★ SAFE ★ THE MOST FOR THE MONEY IN EVERY PRICE CLASS ★ CHECK THESE DELUXE FEATURES THAT ARE FOUND IN THIS LOW PRICED SLED.

★ Full turned up Safety-Runner of alloy solid steel—a safety feature that adds beauty and strength as well as protection.

★ Sensitive, center-point steering.

★ Extra-special steering in 55" model with "floating" front cross channels to permit runners to curve back to the middle riser for more curved running surface in the snow.

★ Beautifully varnished natural wood finish.

AMERICAN

AVAILABLE IN A CHOICE OF FOUR MODELS

No. 036 — 36 Inches Long with 4 Risers. Weight 7½ Lbs.
No. 042 — 42 Inches Long with 4 Risers. Weight 9½ Lbs.
No. 046 — 46 Inches Long with 4 Risers. Weight 10½ Lbs.
No. 055 — 55 Inches Long with 6 Risers. Weight 12¾ Lbs.

AMERICAN

SLEDS BUNDLED TWO TO A PACKAGE, UNWRAPPED.
CATALOG PAGES AND MATS AVAILABLE UPON REQUEST.
TERMS: 2% TEN DAYS, NET 30 DAYS, NOVEMBER 1 DATING. F.O.B. INDIANAPOLIS.

AMERICAN FABRICATED PRODUCTS CO.

Formerly: METAL INDUSTRIES, INC.

1420 E. 20th St., Indianapolis, Indiana

PRINTED IN U S A

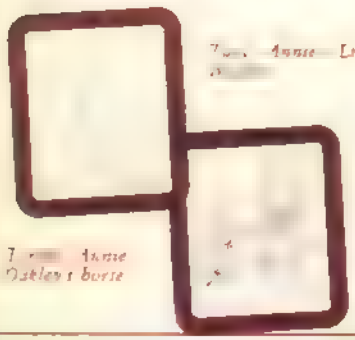
NEW! BRAND NEW! *Sensational* GIRL'S ITEM!

Stitch a Story BRINGS YOU

ANNIE OAKLEY

TRADEMARK

BACKED BY THE GREATEST GIRL PROMOTION EVER!



CASH in on the tremendous amount of promotion being put behind **ANNIE OAKLEY!** Here is a NATURAL . . . Annie Oakley can do for the GIRL'S Dept. what Hoppie did for the BOY'S Dept. Not for twenty years has there been an opportunity like this . . . and it's all yours with STITCH A STORY! **Millions of Girls** will embroider STITCH A STORY characters from the exciting **ANNIE OAKLEY** series. **Order NOW!**

No. 400 . . ANNIE OAKLEY STITCH A STORY complete with needle, thimble and plenty of thread firmly attached to 7" x 11" card. 6 subjects from the Annie Oakley Film Series . . . easy to embroider; In Saddle Brown colored Plastic frames. Overall size of picture and frame 6¾ x 7¾. Packed 2 dozen to carton 6 subjects assorted.

Weight approx. 5 lbs.

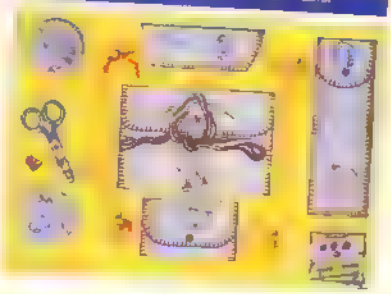
SUGGESTED SELLING PRICE **49¢**

LOOK What Annie Oakley Gives You!

COMIC BOOKS . . . Whitman Publishing Co. through Dell Publishing Co. are co-operating to publish and distribute millions of ANNIE OAKLEY comic books yearly . . throughout the Nation.

NEWSPAPER CARTOON STRIP . . . Newspapers from Coast-to-Coast with MILLIONS of daily circulation now carry the exciting ANNIE OAKLEY cartoon strip

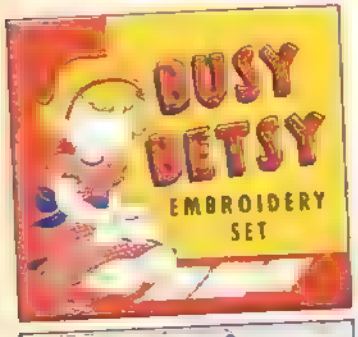
TELEVISION and RADIO . . . . . Millions of girls and their mothers will hear and see the ANNIE OAKLEY radio and TV series . . . from Coast-to-Coast

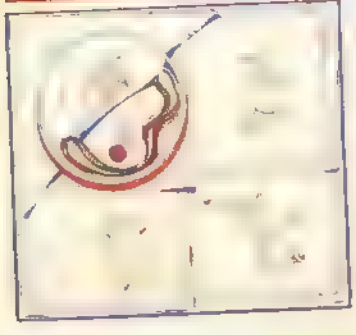


No. 125 . . ANNIE OAKLEY FELT SET . colorful box containing 6 Annie Oakley accessories: Coin Purse, Comb Case, Purse, Pencil Case and 2 sleeve Emblems made of Hi-grade 70/30 wool felt. All cut and colorfully stamped, ready to embroider and finish. Kit contains scissors, needle, thimble, buttons and plenty of thread. Box 12 x 16½. Packed 1 dozen to carton.

Weight approx. 14 lbs.

SUGGESTED SELLING PRICE **$1.98**





No. 700 . . . STITCH A PICTURE, Stitch a Story on a smaller size. Frame size 4¾ x 6¾. Attached to colorful card approx. 5½ x 10½ complete with needle, thimble and plenty of colorful thread. 12 designs in assorted frames; Red, Blue, Yellow. Packed 3 dozen ass'td to carton.

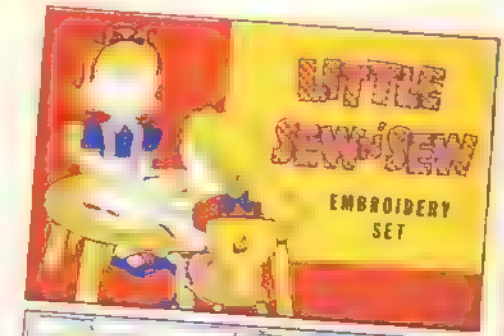
Weight approx. 5 lbs.

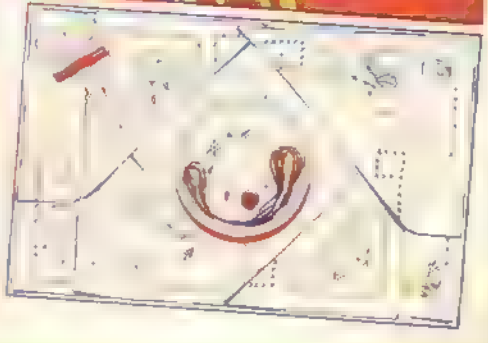
SUGGESTED SELLING PRICE **39¢**

No. A80 . . BUSY BETSY . . 5 piece EMBROIDERY SET. 4 doilies size 5 x 5, and center doily size 7 x 7. Animated pictures stamped in multi-colors on quality white material with thimble hoop, needle and a sufficient quantity of six strand floss. Box size; 8 x 8¾. Packed 3 dozen to carton.

Weight approx. 13½ lbs.

SUGGESTED SELLING PRICE **59¢**





No. A90 . . LITTLE SEW n' SEW . 5 piece EMBROIDERY SET. 4 doilies size 6 x 8 and center doily size 8¾ x 14. Animated pictures stamped in multi-color on quality white material, with thimble, needle, hoop, scissors and a sufficient quantity of six strand floss. Box size 9¼ x 14¼. Packed 1½ doz. to carton.

Weight approx. 12½ lbs.

SUGGESTED SELLING PRICE **$1.19**

IGHLAND ART EMBROIDERY CO.
PASADENA 1, CALIFORNIA

BE SURE TO SEE OUR NEW ITEMS! NEW LINES! NEW IDEAS!
ROOM 1242 HOTEL NEW YORKER

NOW! Stitch a Story EMBROIDERY SETS
IN EVERY PROFITABLE PRICE RANGE!

Whatever the price range you feature, STITCH A STORY has a sensationally fast seller in its line for you.

MILLIONS OF GIRLS WILL EMBROIDER STITCH A STORY

A NATURAL for your toy counter, appealing to the young Miss of 6 or 60 A proven seller by its continuous repeat business throughout the country Used by many Public Schools, Parochial Schools, Girl Scout Brownie Groups, Camp Fire Girls and many other character-building groups

PICTURES stamped in colors on quality cloth permanently nserted in colored Plastic frames to be EMBROIDERED, then hung on a wall. Makes an excellent gift before it's embroidered; a superb one after it is completed NO HOOPS REQUIRED — WASHABLE!

No 500 New! STITCH A STORY Deluxe
semi-finished p cture in multi-color paints within art stic serrated frame; washable; 12 str king sub ects; each subject attached to 7 x 11" card complete with thimble, needle and thread. Assorted color frames s ze 6¾ x 7¾ Packed 2 dozen to carton. 12 subjects assorted.

We ght approx. 5 lbs.

Suggested Selling Price **59¢**

No A50 Two STITCH A STORY PICTURES in co orful set up box comp lete w th need e th mble and a suff cient quantity of six strand embroidery floss to complete pictures. Size of box 8 x 8¾ Packed 2 dozen assorted to carton

Weight approx. 12½ lbs.

Suggested Se ling Price **98¢**

No 200 . . STITCH A STORY
comp ete with needle, thimble and more than suff cient thread firmly attached to 7 x 11 card. 12 fasc nat ng. easy to em broider subjects in p astic frames of 4 colors, RED BLUE GREEN and YELLOW Overall size of picture and frame 6¾ x 7¾ Packed 2 dozen to the carton. 12 sub ects assorted

Weight approx 5 lbs

Suggested Selling Price **49¢**

No A65 Four STITCH A STORY PICTURES
Packed in colorful box comp ete with sufficient thread needle, thimble and pair of scissors. Size of box 9½ x 14¼ Packed 1½ dozen assorted to carton.

Approx. weight 18 lbs.

Suggested Selling Pr ce **$1.98**

No. 100 . . . STITCH A STORY
ndividually carded with instructions on reverse side. 12 fascinating, easy to embroider subjects in p astic frames of 4 colors, Red, Blue, Green and Yellow. Overall size of picture and frame 6¾ x 7¾ Packed 3 dozen to the carton.

Approx. weight 5 lbs

Suggested Selling Price **39¢**

NEW! ANNIE OAKLEY Sensation!

HIGHLAND ART EMBROIDERY CO. 91 E. Union St. PASADENA 1, CALIFORNIA

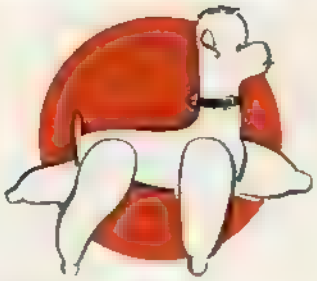
PERMANENT SHOWROOMS ROOM 1120 200 FIFTH AVE. BLDG.

BE SURE TO SEE OUR NEW ITEMS! NEW LINES! NEW IDEAS!
ROOM 1242 HOTEL NEW YORKER

THE

ARISTOCRAT

TOYS OF DISTINCTION



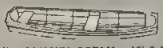
As cute and cuddly a pooch as ever paraded up Park Avenue. The Aristocrat is fully jointed . . . he sits, he stands, he sleeps, he begs. Small fry will love his antics . . . parents too. Don't miss this new toy wonder!

Knickerbocker Toy Co., Inc.

FACTORY: 550 Avenue of the Americas, New York 1
SHOWROOMS: Room 300, 200 Broadway, New York City

14 MODELS FOR EVERY PURPOSE AND PURSE

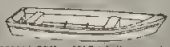
SPORTSMAN— 12′ & 14′ semi-V hulls. Beautiful, fast. Steering wheel, windshield, other accessories available at extra cost.



FISHERMAN'S DREAM— 12′ & 14′ flat bottom, square bow. Also 14′ deeper, 3-seat river model.

UTILITY— 6 models, 12′, 14′, and 16′ semi V hulls. New models include the small 14′, the heavy duty 14′, and the brand new 16′. The perfect all purpose boats.

ANGLER— 12′ & 14′ flat bottom, pointed bow. Very shallow draft. Also 14′ Resort Angler model



SMALL FRY— 12′ flat bottom pointed bow. Aluminum seats and gunwales. Weighs only 80 lbs.

Arkansas Travelers Are Sold Only Through Franchised Dealers In Protected Territories

Arkansas Traveler

Cushion-Aire-Glide®

Aluminum Boats

FOR 1953 Beyond question The Finest Outboard Fleet In The World! Never have there been boats that offered so much for the price—years ahead in styling—sensational performance—matchless quality and construction—every practical feature—unlimited carefree fun and solid pleasure at the lowest conceivable cost!

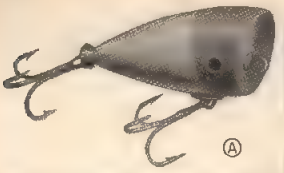
1953 Cushion-Aire-Glide hulls, with integral spray rails and foaming-cushion bilge keels, feature refinements that make them swifter, smoother than ever. They're instantly responsive . . . easier to handle . . . unbelievably stable at any speed. Water slap has been virtually eliminated, and an insulating, non-slip inside finish makes them quiet as a whisper. Fine wood seats and gunwales, plus lighter, stronger bracing keeps them completely rigid. Super-strength aluminum with higher corrosion-resistance, on the hulls of the 14-foot and 16-foot 25 h.p. models, guarantees a luxury liner ride on the roughest, choppiest open waters.

ANNUAL NATIONAL BOAT SHOWS
—●—
NEW YORK
JANUARY 9-17
●
CHICAGO
FEBRUARY 6-15
●
Endorsed by
OMMA, OBMA

And there's more! These wonderful Arkansas Travelers are wider and more buoyant . . . more comfortable . . . safer . . . roomier . . . more seaworthy . . . the most beautiful boats afloat. In '53, more than ever, they're in a class by themselves! See for yourself—*send today for the complete brochure.*

OBC

SOUTHWEST MFG. CO., 2024 E. 14 St., Little Rock, Ark.



Perfect for all fresh-water fishing!

Whopper Stoppers Get the Big Ones

(A) WHOPPER STOPPER

"Popa" and "chugs" with intriguing action that gets the big ones. Weight ⅜ oz.
32B316-12S66/70—Red head, white body.
32B322-12S66/70—Yellow with black ribs.
32B330-12S66/70—Frog finish.
32B367-12S66/70—Yellow perch minnow
32B368-12S66/70—Mouse "fur covered" br.
Retail..... $1.10

(B) WHOPPER STOPPER

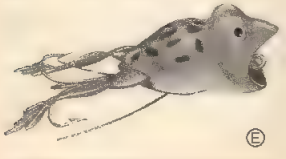
Has a tremendous running depth down to 32 feet. Weight ⅝-ounce.
32B310-12S60/65—Red head minnow.
32B311-12S60/65—Frog finish.
32B312-12S60/65—Green perch minnow.
32B313-12S60/65—Yellow perch minnow.
32B314-12S60/65—Mouse "fur covered" brown.
Retail $1.00

(C) WHOPPER STOPPER

Intriguing "chugging" and "popping" action. With rubber skirt. Weight ⅝-ounce
32B369-12S69/75—Red head, white body
32B370-12S69/75—Yellow with black ribs.
32B388-12S69/75—Yellow perch minnow.
32B389-12S69/75—Mouse "fur covered" brown.
Retail..... $1.15

(D) "MIDGET" WHOPPER STOPPER

Quick action lure with a running depth down to 8 feet. This popular and best-selling lure weighs ¼ ounce
32B266-12S60/65—Red head minnow.
32B306-12S60/65—Rainbow minnow.
32B307-12S60/65—Frog finish.
32B308-12S60/65—Yellow perch minnow.
32B309-12S60/65—Black with white ribs.
Retail..... $1.60



"Froglegs" Life-like Action Lures

(E) WEEDLESS "PLUGGER" FROG

Perfectly designed, casts like a bullet and floats at exactly the right angle. Every twitch of the line gives a loud "plop" and just the right life-like action. Durable plastic construction. Weight ½ oz.
32B1885-75 ....Retail $1.25
"Treble" frog. Realistic green as above
32B1886-75.... ..... Retail $1.25

(F) "FROGLEGS" KICKER SINKER BAIT

This weedless "Froglegs" kicker bait is a favorite of fishermen everywhere. Here's a popular deep water lure that goes down after the big ones with life-like kicks. Made of durable plastic, the body is in realistic green color and has extremely flexible legs that resemble a frog swimming underwater. Good seller.

(G) FROGLEGS MIDGET KICKER

Froglegs lures have become very popular and this one appeals to the successful fisherman who likes variety in his baitbox. Flexible legs give a tantalizing kick and wiggles naturally when retrieved. Life-like in appearance. Realistic!
32B1273-75—Red, white.....Retail $1.25
32B1274-75—Yellow perch.....Retail $1.25

(H) "FROGLEGS" FLOATER PLUNKER

Excellent top-water lure with plunker design and extremely life-like mechanical action—kicks when line is jerked. Fine for game fish. Realistically colored plastic body finished in really true-to-life color. Lure has large, open, red-colored mouth and soft, flexible legs.

"ARNOLD" HOPALONG BAIT (above)

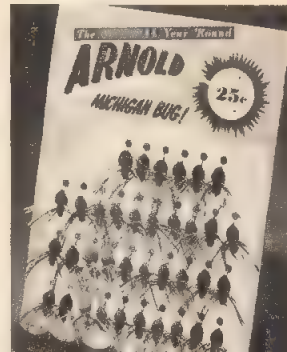
Hopalong bait is a bass lure with exceptional features. Heavy nickel plated hardware—needle sharp hooks—located to hook and hold fish. Bass go crazy when "Hoppy" does his stuff. Designed for the bait caster who likes to catch fish and have fun doing it. Length 2¾"; weight ⅜ ounce.
Hopalong bait with redhead.
32B1684-75.....Retail $1.25
Hopalong bait—green frog.
32B1685-75.....Retail $1.25
Hopalong bait—perch scale.
32B1686-75.....Retail $1.25

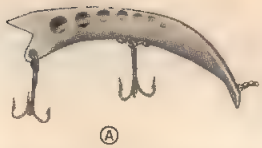
"ARNOLD" JOINTED PIKE (above)

Jointed regular pike is tops of them all for built-in action. Runs 20" to 24" under the surface of water. Length is 4¾". Weight ⅝ ounce.
Red head, white body
32B1687-51..... ..... Retail 85c
Frog green.
32B1688-51 .. ..Retail 85c
Pike scale.
32B1689-51..... ..... Retail 85c
Golden flash.
32B1690-51.....Retail 85c

MICHIGAN BUG ASSORTMENT (below)

Guaranteed unsinkable! New "nitrogen blown" soft rubber body. Live rubber legs makes bug irresistible to fish. A strike every time! No. 8 hook. Assorted all colors on card. Three dozen to card.
32B1691-540—Card ....Retail $9.00





REAL FISH
Encased in
Durable

Casting Lures—Realistic Action

(A) MOBY DICK LURES

Realistic minnow action attracts black bass, northerns and game fish. All metal floater type fish lure of formed aluminum tubing is water-tight. Durable baked finish—will not corrode or rust. Built-in nose swivel, quality hooks won't pull out. 3½" long, wt. ½ oz.

32B1323-75—White, black spots.
32B1324-75—Black, white spots.
32B1325-75—Yellow, red spots.
32B1326-75—Bronze, black spots.
Retail $1.25

(B) "NATURALURE" STRIKEE MINNOWS

A deep running lure with soft, pliable tail and fins. Length 3¾" weight ⅝ oz.

32B1742-96—Black, silver scale
32B1743-96—Green perch.
32B1744-96—Red head.
32B1745-96—Silver flash.
32B1746-96—Gold scale.
Retail $1.59

(C) KING STRIKEE MUSKIE LURE

Looks like a playful sardine or some other tempting morsel with its tail and fins which become soft and pliable in water. It also has a deep running scoop and is jointed for true action. Length 7", weight 3½ oz.

32B1731-150—Red perch.
32B1732-150—Green perch.
32B1733-150—Silver flash
32B1734-150—Red head
32B1735-150—Blue silver flash.
32B1736-150—Gold scale.
Retail $2.50

(D) QUEEN STRIKEE MUSKIE LURE

Tail and fins which soften in water give this lure wonderful action. When retrieve stops it darts to the surface Length 7", weight 3 oz.

32B1725-150—Red perch
32B1726-150—Green perch.
32B1727-150—Red head
32B1728-150—Silver flash
32B1729-150—Blue silver flash
32B1730-150—Gold scale.
Retail $2.50

(E) TROPICAL FLOATER LURES

Designed to swim on its side like a minnow which has been crippled. Has surprisingly realistic action and appearance with lifelike fins which become soft and pliable when wet. Length 3⅞", weight ⅝ oz.

32B1721-96—Green perch.
32B1722-96—Red perch
32B1723-96—Black, silver scale
32B1724-96—Silver flash.
Retail $1.59

(F) "NATURALURE" STRIKEE FLOATER

Tail and fins become soft and pliable in water. Dives with a wiggling action to a depth of about 2', floats when at rest. Length 3¼", weight ⅜ oz.

32B1716-90—Black, silver scale.
32B1717-90—Red head
32B1718-90—Silver flash
32B1719-90—Green perch.
32B1720-90—Gold scale.
Retail $1.50

(G) MITCHELL "PLUCKY" LURES

Wiggles but does not spin. Hand painted rubber body and flap. Swims perfectly—keeps on an even keel. When fish strikes, lure slides up the leader. Barbed double hook on rustproof mounting. Seaweed green back, silver belly and stripe, buff tail and fin. Length 3½".

32B1778-93—1/6 oz. $1.55
32B1781-99—1/3 oz. $1.65
32B1784-105—1/2 oz. $1.75

Maroon back, gold stripe, pink belly, maroon fin and tail.

32B1779-93—1/6 oz $1.55
32B1782-99—1/3 oz. $1.65
32B1783-105—1/2 oz. $1.75

(H) ACTUAL TINY TROUTER

It takes a fish to catch a fish. A real fish—clean, odorless bait encased in a durable plastic. Effective in fresh or salt water for casting, spinning, trolling. Sensational lure of the season. Can be used over and over again. Fully equipped with single removable hook. Recommended Tiny Trouter

32B1653-57.....Retail 95c

As above, Red Tip (wounded) Tiny Trouter.

32B1654-57..... Retail 95c

(J) ACTUAL WOBBLERS

As above, but equipped with imported treble hooks and stainless steel mount. Wobbler is readily accepted by fish or fisherman. Ideal for trolling, casting, etc. Small, Actual Wobbler.

32B1655-81.....Retail $1.35

As above but Medium Actual Wobbler

32B1656-90.....Retail $1.50

As above, but Small Wounded Wobbler.

32B1657-81.....Retail $1.35

As above, but Medium Wounded Wobbler.

32B1658-90.....Retail $1.50

(K) ACTUAL HI-LOW GLIDER

A real shiner with scientifically transparent side fins attached to create a glider action. Real fish encased in durable, transparent plastic. It glides upward, then darts down in natural fish action. Preservation scientifically developed. Can be used again and again. Treble hook is always ready for strike. Small Red Tip (wounded) 3½", wt. ½ oz.

32B362-81.....Retail $1.35

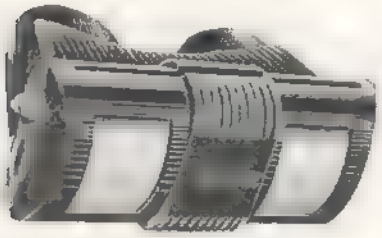
Medium Red Tip (wounded). 5", wt ⅞ oz.

This is the house that Sis built—a scale model of a real home. It is made with a plastic brick set just introduced by Plastic Block City, Inc., 4225 W. Lake St., Chicago. Called Brick Town, these interlocking bricks can be formed into houses, stores, railroad stations, barns—all built to scale. Grown-ups use the set to visualize architects' blueprints, and model railroad enthusiasts build tunnels, depots, and other accessories. The set retails nationally for $10.

New Three Dimension Viewer Heads 1953 Tru-Vue Line

A complete new line of stereoscopic products is being introduced by the Tru-Vue Company of Beaverton, Oregon, including a three-dimension viewer retailing for $1.49 and seven color pictures mounted on a card selling for 29c each, or three for 85c. In addition, the wraps will be removed from a compelte new library of children's and scenic film subjects. The new Tru-Vue line will be introduced at the Toy Fair.

According to Tru Vue officials, the new design of the viewer increases its strength



substantially. The film card is inserted at the top and a lever at the right side of the viewer is depressed to change pictures. When all seven pictures have been viewed the card is removed from the viewer at the bottom. Spacing of the eye pieces on a stereoscope to accommodate the maximum number of people has always been a major problem for designers. Tru Vue engineers state the interocular distance of the lenses on the new viewer provides comfortable viewing for both children and adults.

The Tru-Vue film is a newcomer to the field of three dimension pictures and is the latest advance in color production. Film is mounted in a card approximately 3¾" by 5½". Film titles can be read without the inconvenience of removing the viewer from the eyes. A brief description of each film subject is printed on the card itself. Film cards are packaged in bright, compelling, envelopes.

Among the new Tru-Vue film subjects are Wild Bill Hickok, Kukla, Fran and Ollie, Frosty the Snowman, Walt Disney's Mickey Mouse, Donald Duck, Pluto, enchanting Fair Tales and many scenic subjects.

A handsome natural wood counter display will be made available to Tru-Vue dealers. The new unit holds all film cards and can be used either as a self-service merchandiser or for clerk service. Lighted unit or an unlighted display are optional.

The new Tru-Vue products are the result of several years of research and development under new management, headed by general manager Fred D. Berkeley. Sales will be directed to dealers through Tru-Vue's own national sales force. National advertising in 1953 is scheduled for *Saturday Evening Post, Parents' Magazine, Boys' Life,* and other national media.

Mr. Berkeley states that Tru-Vue's new sales policy is "aimed at providing a quality product (equal to the best in the business) at lower prices."

JOHN GRIFFIN, BERNARD BAUM TO HELP SCOUTS' FUND DRIVE

John H. Griffin, manager of Macy's Toy Department, has accepted the chairmanship of the Toys and Games Committee for the 1953 Finance Campaign, Greater New York Councils, Boy Scouts of America, it was announced recently by David Yunich, chairman of the General Merchandise Division for the Councils' Fund Drive.

A Scout in his youth, Mr. Griffin has first hand knowledge of the fine program of education and of organized recreation offered to the City's youth by the Scouting movement.

The objective of the present Finance Campaign is the two million dollars needed to make the expansion of Scouting facilities and the Scouting program possible. Such expansion, it is felt, will benefit the many thousands of city boys who are ready to join the Boy Scouts. The community is the real beneficiary of the Scouting program, it is stressed, through the training it gives to boys in the principles of citizenship and in the meaning of responsibilities they have towards home and country.

It was also announced that Bernard H. Baum, president of Effanbee Dolls, has accepted co-chairmanship of the committee and will serve with Mr. Griffin in an active capacity to help the Boy Scouts achieve the aim of the drive.

Mr. Baum is treasurer and director of the Toy Manufacturers Association of America and a director of the Doll Manufacturers Association.

NEW LADY LOU LINE FEATURES CORONATION NUMBER

Dolls From Far-Away Lands, Inc., 55 Prince St., New York, N. Y., announces a new line of ready-dressed dolls, brand named Lady Lou. These dolls are available in 26 different costumes, the featured number being a Queen Elizabeth Coronation Doll to tie in with the promotional opportunities afforded by this history-making event. This special doll is termed outstanding and unique for its lavish jewelry, which includes a rhinestone crown, necklace, bracelet and two jeweled pins.

Lady Lou dolls are made of non-breakable washable plastic and have movable head, eyes and joints and soft wavy hair in blonde, brunette, red and black. They come in 7½" and 11½" sizes, are individually window-boxed, and retail for $1 to $4, shipped in three dozen lots.

5 New Fisher-Price Toys

"What fun children should have with these happy new toys," was the enthusiastic comment of Mary Lou, lovely lady of Fisher-Price's house organ, "Toyology," when she inspected three of the five new Fisher-Price toys and two re-designed favorites to be shown at the American Toy Fair.

The new "Fisher-Price Roller Chime," (No. 123), is a new combination of xylophone bars and cylindrical sound pipes which, when struck automatically as the toy is pushed, emit chimes. The Roller Chime is, moreover, colorfully decorated with barber pole stripes and other fanciful lithographs.

"This must be the newest thing on earth," Mary Lou quipped when she saw the new "Space Blazer" (No. 750). It comprises a green headed "Man from Mars" mounted under a plastic dome around which a bell-ringing saucer whirls Rocket engines "buzz-buzz" and the antenna vibrates.

"Timmy Turtle," (No. 150), is the third new item. When this toy is pulled along, Timmy's feet paddle back and forth and his tail wags to the sound of musical notes. His happy, beaming face and gayly colored shell reputedly make him a "real eye-catcher" in a line with the many other Fisher-Price personality toys that have caught the public's fancy in the past.

Suite 417 in the Fifth Avenue Building is the place where the new Fisher-Price toys will be on display during the Fair.

ANNOUNCE NEW SCHWINN FRANCHISE SYSTEM

A new Schwinn franchise set-up for department stores and Schwinn dealers is now getting under way and will be rolling in time for the Spring season. The new plan is designed to further protect Schwinn outlets from unfair retailing practices and

to give dealers added support and confidence in the line.

Julius Levenson, revealing the plan to dealers in his territories, said: "We are delighted with this new franchise arrangement because it will assure our Schwinn customers a fair profit on every Schwinn bike they sell." The franchise plan is the result of conferences between the Schwinn organization and department stores and dealers from coast to coast. It crystallizes their mutual decisions as to what would be the ideal working arrangement between the Schwinn organization and its customers. Franchise applications are now ready.

A new line of fully equipped and unequipped "Spitfires" will be announced at the New York Toy Fair that will give Schwinn dealers a promotional line to sell at a price. The Schwinn line is permanently on display at the Julius Levenson showrooms

Jacmar Promises Extensive Toy Fair Display

Irving Jacobs, president of Jacmar Mfg Company, Inc., 115 West Broadway, New York 13, says, that with the growing popularity of electric quiz games throughout the country, he feels that buyers are entitled to and will want a complete line. "And that is exactly what our buyer friends will find when they visit our Toy Fair display in Room 574, Hotel McAlpin this year," he added.

It was only a few short years ago that Jacmar initially introduced on the market "Electric Panel Quiz." From a very modest beginning with limited production, the popularity and sales demand for this first item in Jacmar's family of electric quiz games caught the public fancy immediately and sales rapidly zoomed, making necessary an ever increasing expansion program. Additional electric quiz games were added to the line, so that today Jacmar is now offering "Nature Quiz" and "Kiddie Quiz" which together with their original "Electric Panel Quiz," form a powerful trio of $1.49 retailers that should attract many orders.

Feeling that there was an enormous all-year market waiting to be tapped with a timely electric quiz game to sell at the $1 price bracket, Jacmar recently introduced their "Robot Sam, the Answer Man," to retail for 98c. Although first marketed late last year, "Robot Sam" lost no time in rapidly heading for best seller lists wherever shown. In fact, so popular is this new Jacmar innovation reportedly becoming that it has resulted in full production schedules ever since the first of the year.

"One of the sure signs that convinces us that we are on the right track in designing and producing popular priced electric quiz games is the steady and unceasing volume of letters we are daily receiving from parents, school teachers, child educators, etc., from all over the country. So flattering are some of these letters at times that we have to rub our eyes to believe that they are actually real," said Mr. Jacobs. He continued, "It is a constant source of satisfaction to receive letters from educational authorities telling us that Jacmar quiz games are being used in nursery and elementary schools and that the teachers report them of real educational value. With so much evidence of sound consumer acceptance, it is no wonder that more and more wholesalers from coast to coast are beginning to find that the Jacmar line is a staple one that can be depended upon to produce all year business."

When asked who designs Jacmar quiz games and thinks up the many intriguing questions for the youngsters to answer by electricity, Mr. Jacobs modestly pointed to himself and his enthusiastic wife, Priscilla, and answered: "We do." He went on to say that hardly an evening passes without them putting their heads together for an idea and research session, preliminary to still another Jacmar creation. Understandably reticent about their new surprise offering to be unveiled at the Toy Fair, Mr. Jacobs would only say "just wait and see."

Alamac Making Steel Game Called the "Space Race"

Alamac Industries, 322 Atlantic Avenue, Brooklyn, N. Y., are featuring their new game "Space Race." This novel game has youngsters "racing through space" via their own miniature space ships. Each ship is propelled individually, allowing the players to compete in races.

Constructed of sturdy steel and attractively lithographed with realistic scenes, "Space Race" is packed in an illustrated box with directions for play included. The retail price of the new Alamac game is about 79 cents.

"Space Race" can be seen during the Toy Fair in Room 317, 200 Fifth Avenue, New York, the showroom of Al Smidth. Mr. Smidth will also display the "Jr. Rock Drill," another Alamac toy.

LEO UNGAR'S SON JOINS FATHER IN BUSINESS

Leo Ungar, president of Northwestern Products Company, St. Louis, Missouri, has taken into his business his son, Sanford. The younger Mr Ungar is a graduate of Washington University, St. Louis, Missouri, Department of Retailing and Business Administration, and will work for both Northwestern Products Company and Leo Ungar & Company.

Sanford Ungar

He will be in attendance at the forthcoming Toy Fair, and Leo Ungar states he should like very much to introduce Sanford to all of his friends and customers.

Northwestern Products Company will exhibit in Suite 995 at the Hotel McAlpin from March 9th to the 18th. From February 20th until March 9th, both Messrs. Ungar will be in attendance at the Northwestern Products Company's showroom located at 200 Fifth Avenue, Room 420, New York City.

CARD MASTERS, INC., ANNOUNCES WIRE DISPLAY RACK FOR CARDS

Card Masters, Inc., 239 West 66th Street, New York City, announces the availability of its new-style No. 380—self-service, cellophane wrapped wire rack display of birthday and everyday cards.

Each card, the company states, is individually wrapped in a cellophane envelope so that stock is kept clean and presentable at all times. The large variety of 380 cards contains a full assortment of 10-cent retailers suitable for every occasion. Each category of cards is identified by a colorful display index.

Because of its self-service feature the display is suitable for every type of retail outlet, the manufacturer asserts.

MITTEN'S "MUSICAL MENAGERIE" INTRODUCED TO TRADE

An interesting innovation in the field of washable plastic stuffed toys has just been brought out by Mitten Toy Mfg. Co., Inc., 649 Broadway, New York. Aptly named Mitten's "Musical Menagerie," the line consists of a colorful assortment of "Turn-A-Tune" stuffed animals ingeniously equipped with a built in music box. Operated by a simple crank mechanism, the music box is protected by the animal's stuffing and is of such simple and rugged construction that youngsters can crank their Turn-A-Tune animals, practically indefinitely, to the tune of lilting melodies.

Allen Friedman, president of Mitten, states that the musical movements with which their "Musical Menagerie" is fitted, is made in America. He calls attention to the fact that, despite the substantially increased production cost of this new line and the obvious superior sales appeal assured by its musical feature, each Turn-A-Tune toy not only can be profitably retailed for $1.98, but is actually just as large as the conventional washable plastic animal normally selling in that price bracket.

Says Mr. Friedman, "In developing our new Mitten's 'Musical Menagerie,' we think we have gone all-out this year to offer the trade a line of plastic washable toys with a powerful promotional punch that will appeal instantly to every youngster. Stuffed animals that really play music by the simple turning of a crank are certainly something new and the enthusiastic response we have already received from buyers who have seen the line convinces us that larger volume sales every day in the year are assured."

In addition to their new "Turn-A-Tune" line, Mitten Toy is also ready for the coming year with an enlarged line of plastic washable animals to retail from $1 up. Complete displays will be found during the Toy Fair in Room 517, Hotel New Yorker, and at the Toy Center, 200 5th Ave., N. Y., in the showroom of Levy & Rosenthal.

COMMUNITY CHESTS

"Nowhere is there better grounds for common understanding than on boards of Community Chests or Chest agencies. Nowhere are men and women more apt to drop their special interests for the good of all."—Darwin S. Fenner, New Orleans.

Imperial Crown Toy Announces Sales Reorganization for 1953

Abe Schack

I. B. Schwartz

Bob Cole

Ed Vogt

Irving Bieler, president of Imperial Crown Toy Corporation, announces several changes in their selling organization for the coming year. Abe Schack, who has been appointed sales manager of the firm, will, in addition to his duties of heading up the sales staff, also service the Metropolitan New York area and the chain stores. Mr. Schack brings to his new office as sales manager twelve years' experience with Imperial Crown, ten of which have been in the factory, thus giving him a valuable background of experience in every phase of doll production.

The many friends of I. B. (Ickie) Schwartz, veteran doll man, will be interested to hear that he has been appointed assistant sales manager of Imperial Crown. Ickie will cover the southern states, a territory that he has traveled extensively as a doll merchandiser for over twenty years.

Ed Vogt, another veteran doll man and a member of Imperial Crown's sales staff for the past several years, will continue to cover the midwest, while the popular Lee Sherman will take care of the Pacific Coast. Bob Cole, who formerly was in charge of the Southern territory, will now look after New England.

In a recent interview, Mr. Schack called attention to the interesting and important fact that the large Imperial Crown factory in Brooklyn is modernly equipped with every facility for manufacturing entire dolls. The latest equipment for producing dolls of latex, vinyl and plastic materials have been installed. Another important progressive step at Imperial Crown has been the acquisition of facilities for making their own rooted hair and walking dolls. Said Mr. Schack: "We feel that by making all these parts under one roof, in our own plant and under our own control at all times, we have come a long way in furnishing the dependable service and rigid quality control demanded by discriminating buyers today."

In a recent interview, Irving Bieler, whose experience as a doll manufacturer dates back to the earliest days of the industry, commented: "I think no one will question the fact that the [illegible] ahead will demand of an organization that it have youthful energy and ambition, tempered by seasoned experience. That is exactly the kind of an organization I am confident we have developed at Imperial Crown, and with our new 1953 line of dolls, designed and priced for today's competitive market, we are anticipating a year of sound and healthy progress."

The entire Imperial Crown sales force is looking forward to greeting Toy Fair visitors at their permanent showroom, Room 1464, 200 Fifth Avenue, New York, which will be their sole 1953 Toy Fair display.

TINKERTOYS WILL REMAIN IN EVANSTON, ILLINOIS

Recent reports appearing in newspapers of the stockholders' meeting of A. G. Spalding & Bros. Inc., indicated that plans were underway to move the newly acquired Toy Tinkers operation to Chicopee, Massachusetts.

In an interview, W. B. Gerould, president of Toy Tinkers Inc. and vice-president of A. G. Spalding & Bros. Inc., stated that presently they do not contemplate transferring this operation to the Spalding plant at Chicopee.

Increased national advertising and sales efforts are being planned to stimulate sales to a point where continued production at Evanston, Ill., will be essential to insure the needed stock of toys for immediate and fall delivery.

Consolidation with the parent company is planned for early spring, but has no bearing on the continued production of toys in Evanston, Mr. Gerould stated at the conclusion of his report.

This authentic reproduction of a navy submarine actually fires torpedoes under water. Ideal Toy Corporation's all plastic Submarine, Item #4705, is twelve inches long and has two torpedo tubes fitted with firing mechanisms. When the harmless plastic torpedoes are primed in the tubes and released, they whoosh through the water for three feet and rise to the surface and float. The sub floats just beneath the surface of the water exactly like its lethal counterpart. Twelve by three by four inches, the toy is suggested to retail at $1.

New Toys on Parade

Lido Presents Tile-Trix

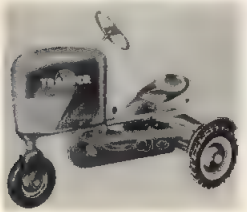
With the recent announcement of purchase of the Treedent Corp., formerly of 61 Broadway, New York City, LIDO TOY CO., 321 Rider Ave., New York 51, N. Y., also announced that the *Tile-Trix* product of this manufacturer, all rights, dies, merchandise, etc., is now its property. *Tile-Trix*, which formerly retailed at a higher price, is now offered at the following prices: No. 1101—59c; No. 1102 $1.00. Over 1000 designs can be made with this toy, which is creative and educational Sample sheets are included in each package to show some of the designs that can be made. The plastic tiles come in assorted colors and are packaged in a multi-colored box. This new addition to the line will be on display during the Toy Fair at the Hotel McAlpin, Rooms 551, 577, 578 and 581, and also at the 200 Fifth Avenue Building, Room 206.

Also on display for the first time will be the following toys: animal sewing cards, L'il Pardner chuck and covered wagons, dart games, pop guns, Toy-A-Day game sets, space sets, space and western ring toss sets.

Diversified Line of Wheel Goods

BMC MFG. CORP., Binghamton, N. Y., is introducing the most diversified line of juvenile wheel goods in its history. In addition to the restyling and engineering improvements of its standard models, 3 new lines of automobiles and a De Luxe Tractor are now in production. All BMC bicycles and tractors, with the exception of the regular tractor Junior model, feature the revolutionary BMC *knee action*.

The De Luxe Tractor has the new massive front fork which is also used on all the Senior and Junior heavy duty models. The hood and chain guard, though extra large, are beautifully streamlined and the rugged rear frame is designed with 2 step-platforms for a second rider. Mud guards cover both rear wheels. All BMC pull-type accessories can be attached.



The BMC Blue Streak is among the lowest-priced juvenile automobiles on the market. Ball bearings in pedal pull straps and in the rear axle supports make pedaling easy. The extra-wide seat and adjustable pedals make it possible for the child to enjoy this model for a much longer period of time.

The Jet Liner series of cars (8 models) offer chain drive in the medium price range. These models are available with either semi pneumatic or solid rubber tires.

The new Challenger automobile series (8 models) are pedal driven. These also have ball bearings in pull straps and rear axle hanger. Pedals are adjustable.

Three New Games Among '53 Offerings of Gardner

Among the 1953 offerings of GARDNER & CO., 2222 S. Michigan Ave., Chicago, Ill., are a Jig Saw Picture Speller, a Color Basketball game, and Bean-Bag Buckets, a toss game.

The Jig-Saw Picture Speller is a 12 subject picture puzzle and speller which the child manipulates. It affords fun in that each complete picture rewards him with the correct spelling of the object.

Color Basketball is described as a new skill game that can be played by the entire family. Five-color balls and realistic baskets made of nylon mesh afford colorful and interesting play value.

A new "toss" game is Bean-Bag Buckets. Bags are of plastic, filled with pellets, which are said to be safer for the youngsters—and which can be kept clean by wiping. Bags and game board are in rich colors.

Rutgers Assists Moderate-Size Retail Businesses

Taking an unusual academic step, the Extension Division of Rutgers Universtiy, the State University of New Jersey, is endeavoring to increase the promotional and advertising effectiveness of typically moderate-size retailers, Professor R. H. Light, in charge of the Newark, N. J. center, stated recently. The address is 33 Washington St., Newark.

Referring specifically to the "Retail Promotion" and "Retail Advertising and Showmanship" courses, Professor Light said these have been reorganized to benefit representative merchants operating along main shopping avenues as well as in residential neighborhood locations.

He added that the revised courses will be presented in the evening, on a once-a-week basis, over a period of 16 weeks.

So that content may be practical and timely, it was pointed out, guest specialists from retailing industry are scheduled to address students; case studies will serve as the basis of formal guidance; especially prepared literature is to be distributed, and discussion will relate directly to improving volume and profit via advertising media.

Registration for each course is $22.00. Other courses in the Retailing program include one in *"Retail Merchandising"* and one in *"Buying for Retail Stores."*

♦

• Prior to his inauguration, President Dwight D. Eisenhower, when holding a conference at his headquarters in New York, was said to have toyed with an "Eisenhopper," a toy grasshopper which he used to startle his associates. The toy has a suction cup beneath the body, and wire spring legs which catapult it into the air. By demonstrating the item in this way, the President-elect effected a pleasant break in the daily routine.

♦

• The Empire Novelty & Gift Co. has been established at 656 Main St., Buffalo, N. Y., by Bernard J. Rosen and Paul Newman.

No other children's games like Ed-u-Cards

All beautifully illustrated. Colorful, exciting! Educational and entertaining! For ages 3 to 12—fun for the whole family, too! Each a steady, selling staple for fast year 'round sales!

- NEW 400 asst.
- SPACE RACE Card Game
- FARM LOTTO
- COLOR BINGO
- SEW-ON-CARDS
- PICTURE DOMINOS
- ZOO LOTTO
- ABC LOTTO
- TRADING CARDS
- SEW-UP-ANIMAL CIRCUS

Don't miss our TOY FAIR EXHIBIT Hotel McAlpin Rooms 1061-1063—Mar. 9-18 Showroom: 200 Fifth Ave., Room 1459

Ed-u-Cards
184 DUANE STREET
NEW YORK 13, N. Y.

BERSTED's Hobby Craft for RUBBER MOLDS

fluf-e-kote

SPRAY ON VELVETY FINISH

PERSONALIZED CARDS

3 PROFITABLE CRAFT LINES 10¢ TO $3.50

Order Now

YEAR ROUND SALES

BERSTED'S HOBBY CRAFT, INC.
MONMOUTH, ILLINOIS
CANADIAN DISTRIBUTOR
LEWIS CRAFT SUPPLIES, LTD.
8 BATHURST STREET
TORONTO, CANADA

IT'S Fun-O-Rama! IT'S GOOD

ACTION TOYS LOADED WITH PLAY VALUE

See Our Exciting New

WHEEL GOODS

AT THE TOY FAIR

HOTEL NEW YORKER
ROOM 1087
And Our
PERMANENT SHOWROOM
200 FIFTH AVENUE
ROOM 659
NEW YORK 10, N. Y.

Ask about "SUM-FUN" new arithmetic and color coordination game.

SELLS ITSELF

Interesting, Educational Game of Words For Youngsters, Oldsters, Everybody

TOSS WORDS

Here is something everyone will buy. The fascinating game of TOSS WORDS comes complete with 14 cubes, shaker and simple instructions. It improves spelling, word power and is recommended equipment of the Association of Childhood Education International . . . Write for full details today.

KRAEG GAMES, 4500 Shenandoah Ave., St. Louis 10, Mo.

CENTURY BOAT ANNOUNCES NEW SALES PROGRAM FOR 1953

Century Boat Company, Manistee, Mich., has announced a complete new sales program for its Toy Division for 1953. The addition of several new items, new competitive prices on the entire line, a more promotional sales aid activity and advertising program are projected. In addition, several improvements in the regular line have been announced.

A new push toy, "Tuffy-Tug," which has "plenty of color and action," will be priced at $1.50. The new "Chucky Choo-Choo" train, a new twist on an old idea, will go at $2.

In another field a high quality portable desk and chair set will sell for $9 retail. Ease of operation and attractive coloring are featured in this piece, the company states.

Several other items have been lowered in price. The "Tommy Rod" and "Fire Billy," two action push toys with interesting simplicity of design, have been reduced to $2 retail.

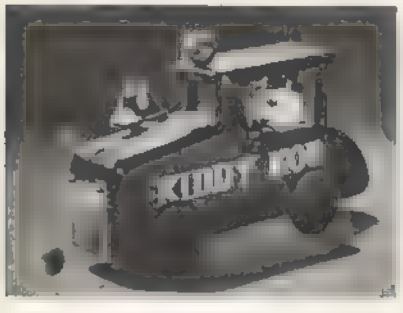
Reported one of Century's fastest movers, the "Milk Wagon" has also been reduced, the new price will be $3; and the "Circus Wagon," a sort of sister to the Milk Wagon, will carry a new price of $3.50 for 1953.

For the older age group Century will continue offering its "Weav-O-Gram"

educational puzzle; and "Bankmaster," a combination picture puzzle child's bank.

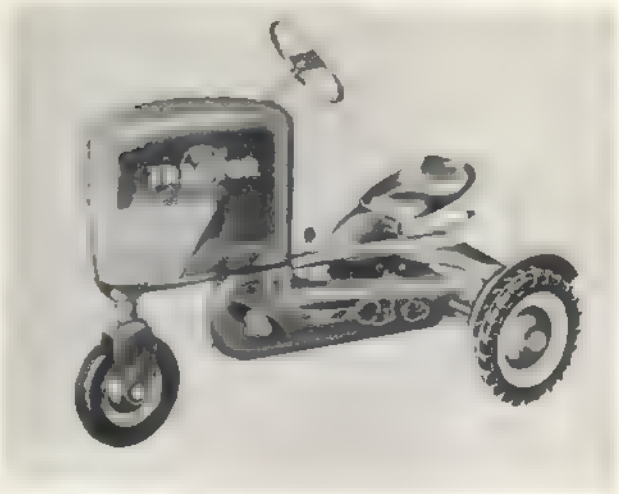
Continuing improvement of quality and simplicity of design with an eye to safety will keynote the entire line, adds the manufacturer.

An increase in promotional activity on the part of the Toy Division through the



medium of point-of-sale aids and direct mail is being programmed, it is added, and a publicity program pointed to feature acceptance in the consumer press along with tie-ins will be instituted.

BMC Improves and Expands Wheel Goods Line for 1953



BMC states it is introducing the most diversified line of juvenile wheel goods in its history. In addition to the restyling and engineering improvements of its standard models, three new lines of automobiles and a De Luxe Tractor are now in production. All BMC bicycles and tractors, with the exception of the regular tractor Junior model, feature the BMC Knee Action.

The De Luxe Tractor has the new massive front fork which is also used on all the Senior and Junior heavy duty models. The hood and chain guard, though extra large, are streamlined and the rugged rear frame is designed with two step-platforms for a second rider. Mud guards cover both rear wheels. All BMC pull-type accessories can be attached.

The BMC Blue Streak, said to be among the lowest priced juvenile automobiles on the market, has ball bearings in pedal pull straps, and in the rear, axle supports that make pedaling easy. The extra-wide seat and adjustable pedals reportedly make it possible for the child to enjoy this model for a much longer period of time.

The Jet Liner Series of cars (eight models) offer, for the first time, chain-drive in the medium price range. These models are available with either semi-pneumatic or solid rubber tires.

The new Challenger automobile series (eight models) are pedal driven. These also have ball bearings in pull straps and rear axle hanger. Pedals are adjustable.

BLOCK HOUSE, INC., NAMED SALES REPS FOR BLOCKBUSTERS

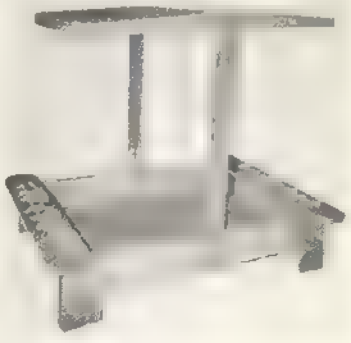
A popular educational play item in the line of educational play material has been added to the assortment of toys and junior sporting goods on display at Block House, Inc., Room 406, 1107 Broadway, N. Y. City., newly-appointed sales representatives for Blockbusters, product of Brite Products Company, Hasbrouck Heights, N. J.

Blockbusters have reportedly received unusual acclaim and publicity during their few short months on the market. Designed to meet the demand for school-type play material, they have been readily received in the homes since they combine light weight handling with heavy duty serviceability, states the manufacturer.

The toy [illegible] will [illegible] them on display both at Block House, Inc., and Room 672, Hotel McAlpin, where old friends and new are invited to see a personal demonstration of the possibilities and play value inherent in the product.

EASTON "CHESAPEAKE" SAND BOX LINE GEARED FOR BIG SEASON

The Easton Manufacturing Company, makers of "Chesapeake" Sand Boxes once again is stressing quality construction and uniqueness of design coupled with fast turnover prices in its new '53 line. Easton Sand Boxes feature select kiln dried lumber, steel bottoms, gaily striped canvas awnings with plastic glazed finish for extra



life and beauty, glossy outdoor paint with silk screen designs plus many other features. The Easton line is permanently on display at the Julius Levenson showrooms.

VOGUE ANNOUNCES NEW 1953 GINNY STYLES, CORONATION ITEM

During 1952, Ginny, the Vogue Doll, skyrocketed to a high spot among the nation's doll fashion leaders. For '53, Vogue Dolls, Inc., has come up with a line of costumes and accessories which reportedly surpasses even their previous high.

"Ginny's" more than 45 outfits have been completely restyled in the smartest of dress for '53. Each is a dainty masterpiece in miniature, with each capable of being washed or dry cleaned.

A notable addition to the Vogue Doll family will be a fabulous miniature of regal beauty designed expressly for the occasion of the Coronation. The gown is of white brocaded satin with the robe fashioned of sweeping purple velvet trimmed with beautiful white fur. The doll has a golden crown decorated with tiny pearls and bears a golden sceptre. The doll will be produced, it is revealed, in a very limited quantity—as a collector's item only.

As much acclaimed feature of the 1953 Vogue Doll is her hair. She can be purchased with bangs, braids or side part in blonde, brunette or auburn. Her hair can be dampened, put up in curlers, or set in any style that fashion dictates.

Literally everything in the '53 Vogue Doll line is reported to be new, "right down to the package." A whimsical modern dancing doll motif and the eye-catching color dubbed "Angel's Blush" highlight in the new Vogue Doll Package, designed by artist Stella Bodak of Boston.

This new package and its popular "Ginny-doll" contents are said to make a tempting shelf or counter display with the newly-designed wardrobe line. The package will be unveiled at this year's Toy Fair in New York.

"SPACE JET" WATER PISTOL CARRIES 150-SHOT LOAD

The junior spaceman figures to derive no end of harmless entertainment from the new Knickerbocker "Space-Jet" water pistol, which are California designed of colored plastic.

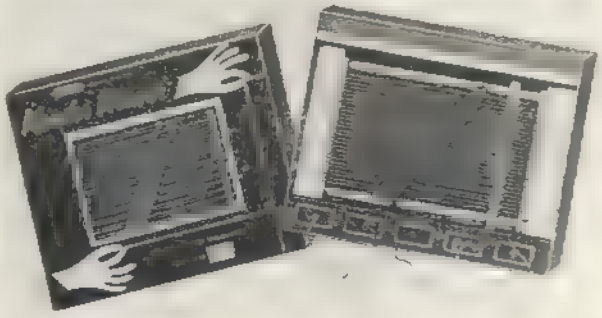
Styled for the space-ship era, these attractive futuristic "weapons" are 5⅛ inches in length, sturdily constructed, and have a reservoir which holds enough water to

shoot 150 times without reloading.

The pump and trigger are easy to operate and are described as practically "foolproof."

This new toy by Knickerbocker comes in assorted colors and retails at 39c. All inquiries, it is stated, should be addressed to Knickerbocker Plastic Company, 4101 San Fernando Road, Glendale 4, Calif.

Dramatic Packaging Spotlights Gabriel's New Wonder Weaver



Wonder Weaver, a new Gabriel Creative Play Kit which reportedly scores another important first for Samuel Gabriel Sons and Company in the field of basic educational play activities, will be featured at the American Toy Fair.

Gabriel's new Wonder Weaver introduces an exclusive Tidy Yarn dispenser, which divides the generous 40-yard allotment of wool included in the kit by color into neat plastic compartments each with a convenient hole for feeding the yarn as needed. On one side of the box is a 12 inch measure to encourage young handicrafters to keep a professional eye on the measurements for their weaving projects.

The new Gabriel Wonder Weaver is packaged in an unusual design which features hands executed in dramatic, modern poster technique at each side of a window box showing the pre-strung loom with the shuttle passing through the threads. The arresting result suggests the illusion that the loom is in actual operation. A black and red plaid design in the bottom of the box gives extra eye appeal to the golden threads of the loom.

"This novel loom packaging is in line with Gabriel's new design program planned to dramatize each creative play specialty of the firm so that the important sales points are compellingly evident to the customer at a glance," said Bertram A. Gabriel, president.

"The Wonder Weaver loom of 100 per cent hard maple will be promoted by an aggressive nation-wide publicity program, including a participating advertisement in the *Life* American Toy Institute promotion," Mr. Gabriel said. "Special sales-points for Gabriel's Wonder Weaver that will be featured include the safety, snag-proof features—assured because there are no metal parts in this easy-to-operate loom.

"The Wonder Weaver bar of smoothly polished hard wood makes insertion of the smoothly polished hard wood shuttle easy, so that small fumbling fingers as well as more expert ones effect swift accomplishment when they tackle weaving assignments."

Gabriel's Wonder Weaver will include a leaflet giving "primer-easy" instruction on use and suggesting a variety of useful objectives for young weavers including scarves, doll house rugs, doll sweaters and stoles and skirts, pot holders, raffia table mats and many other useful objects for use by the household as well as for play by the child.

BANNER PLASTIC COMBINES HELMET AND GOGGLES

Banner Plastics Corporation, 80 Beckwith Avenue, Paterson, N. J., is the manufacturer of the newly introduced Space Helmet with Goggles. It is made of moulded plastic with elastic chin and head

straps and rotating radar antennae attached to the goggles.

The multicolored display box in which the Space Helmet is sold has an authentic sky chart imprinted on the top, the manufacturer adds. Each box contains a removable self-merchandiser, the helmet and goggles unit mounted on a cardboard face. Retail price is $1.69, slightly higher in the West. The units are shipped in assorted colors.

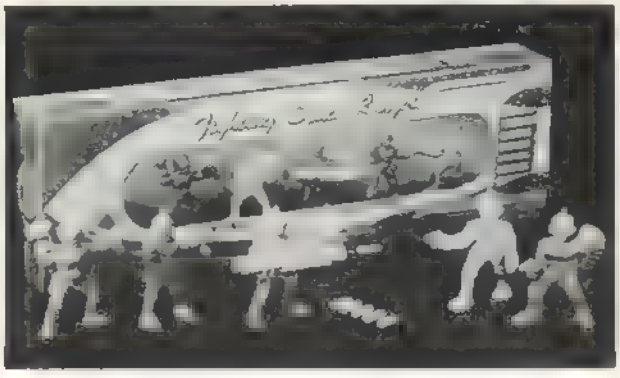
Murray and Leonore Richstone Invite Buyers to New Showroom

Murray K. Richstone and his wife Leonore will both be on hand during the Toy Fair at their newly opened showroom Room 532, 200 Fifth Ave., New York during the Toy Fair. Murray's conveniently located sales headquarters has been recently completely redecorated and refurnished.

Very much in evidence at the Richstone headquarters will be the extensive 1953 line of popular priced Allied-Grand Dolls, offering a wide assortment of new styles and designs in dolls that are priced for volume sale

Also on display are the new offerings of Handicraft Creators, Inc., Doll Bodies Inc., Tom Thum Train Town Corp., Barricks Mfg Corp and Mercury Electronics, Inc. "We promise our many friends who will visit us during the Fair some real surprises," says Murray, adding that "busy buyers will find us prepared to help them along with their tour of inspection with speed and efficiency."

Best Plastics' New Space Toys



Best Plastics Corporation of 6014 11th Avenue, Brooklyn 19, New York, has introduced two Space Ranger Action Toys.

The Fighting Space Ranger, No. 305 is a space action toy and game containing four space men, one rocket launcher gun by a space man that shoots six harmless pellets—all made of brilliantly colored plastic. Packed in a full-color window box, 4" x 15" x 13", with space men 3" high, the item is packaged two dozen to a 10-pound carton. The space men come in assorted colors of red, green, yellow and blue.

The Rocket Gun Space Ranger, No. 301, is a space action toy that also shoots six harmless pellets. The Space Man himself is 3" high, is made of colorful plastic and is mounted on a fully colored lithographed card, 6" x 4". The item is packed two dozen to a box, 24 dozen to a 26-pound shipping carton

FREDDY KASSAB OPENS TOY CENTER SHOWROOM

Freddy Kassab, manufacturer's representative, has recently opened a showroom in room 1260, 200 Fifth Ave., New York 10. Mr. Kassab has been engaged in the toy merchandising field for the past several years and brings to his new enterprise a valuable background of toy sales experience and a wide acquaintance among numerous buyers.

Now on display at Mr. Kassab's new showroom is a line of books and activity games manufactured by Capitol Publishing, a enlarged line of model railroad accessories manufactured by Junior Bridge Co., a line of general toys and novelties offered by Ronald Stevens Inc., and the ribbons, gift wrap and twine line manufactured by Supreme Ribbon Corp.

The Kassab office and showroom is in charge of Miss Abigail Norman

CALIFONE ANNOUNCES NO. 401— A PORTABLE PHONOGRAPH

"High Fidelity Wherever You Go" is the slogan introducing a new portable automatic phonograph manufactured by the Califone Corporation, 1041 North Sycamore Avenue, Hollywood, California. Distinguished by the title "Custom Imperial Model 401," the new player is said to offer the frequency range low distortion

and tone selection of a custom installation in an attractive portable unit.

According to Robert G. Metzner, president of the corporation, the new player is intended to meet the rapidly expanding demand for high fidelity equipment without requiring custom assembly. Such custom components as variable reluctance pickup, separate bass and treble equalizer controls, push-pull extended range 6-watt amplifier, the well-known Jim Lansing signature speaker, a Webster, three-speed record changer with a 45-rpm spindle and complete automatic shutoff are reported to be among the many refinements of this new player.

Housed in a handsomely finished portable case covered with top quality leatherette with chrome hardware, the Custom Imperial Automatic is described as compact and easily portable.

The Califone Custom Imperial Model 401 is priced at $169.50 plus Federal Excise Tax. An attractive brochure is reported available upon request

Vinylite Space Helmet

As cowboy chaps and fringed shirts with a Hopalong Cassidy flavor ride off for their last round ups among the Bar X ranches junior grade, the erstwhile backyard corral becomes a landing platform for space ships taking off for distant planets. The rocket plane replaces the little dogies who have got—the easy loping gait of the cowboy pony is too slow for the man who travels from Sirius to Acrux at some speeds

To [illegible] the [illegible] change an en-

terprising young man from San Francisco has opened a new company whose first product of manufacture is a transparent vinylite space helmet, and who plans to follow this with other items suitable to the unlimited interest spans of the nation's children. Although the helmet is created to

Narvelle Arant

protect the child in his interplanetary travels, it is also designed with a much more mundane approach in mind to please his earthbound parents

For the child, this completely transparent helmet fits cozily over his head, presumably air tight, and straps under his shoulders and across his chest with official comic-strip television authenticity It is made in two sections which can be snapped together and easily unsnapped for the boy who may be afflicted with a mild case of claustrophobia. These shoulder and chest straps are carefully designed to fit the body and the bulbous helmet itself allows plenty of room for turning of the head. The [illegible] so prepared so as not to hurt [illegible] of the space traveler

At the [illegible] precludes the possibility of collision with meteors and designed without sharp points or wire, as is the entire helmet,—an important safety feature. At the same time there are a number of little air holes in the helmet, and sufficient opening around the shoulders to allow for adequate ventilation and air

For mother's sake, the helmet is completely waterproof. When her boy goes off to school on a rainy day she need no longer admonish him about wearing his rain hat. The helmet accomplishes the purpose admirably. If he falls from his bicycle this near-ideal toy does not break, nor hardly scratches, and resists sharp rocks. The boy, meanwhile, is protected and may return home remarkably bruiseless

Light in weight, about eight ounces, it is believed to be harmless for the child whose busy time table keep him shooting from planet to planet most of the day.

The ingenious designer is Narvelle Arant who is using this helmet to inaugurate Arant Plastics, Inc., at 1004 Folsom Street, San Francisco. The helmet is retailing at $4.95, and was expected to have made its first test appearance in a San Francisco toy shop some time during February It will also be displayed at the annual Toy Fair in New York during March in its first important trade showing

Mr. Arant also manufactures other plastic products, such as zip pencil sharpeners and plas-tic mend, under the name of Arant and Company, a different firm

HOBBY ADVISORY COUNCIL DISTRIBUTING PROMOTION KITS

For year-around hobby merchandising, powerful sales promotion kits for retail stores have been produced by the Hobby Advisory Council of America, it was announced recently

The council, located at 3 East 14th Street, New York 3, N. Y., is a service organization representing hobby clubs and other groups. It aims to increase public interest in all forms of leisure time activity

Store kits contain posters, window streamers, stickers, hobby theme stamps for outgoing mail, and other selling helps. The visual aids offer continuous promotion throughout the year, and tie-in with special seasonal retail events

The promotion is designed to aid department stores, toy and stationery dealers, modelcraft outlets, arts and crafts shops, sporting goods dealers, and hardware and garden suppliers.

PARKER BROTHERS NAME S. R. JAMES SALES MANAGER

Stanley R. James has been appointed sales manager of Parker Brothers and will make his headquarters later this year at the company's Salem, Mass., plant, reputedly the largest in the world devoted exclusively to the manufacture of games

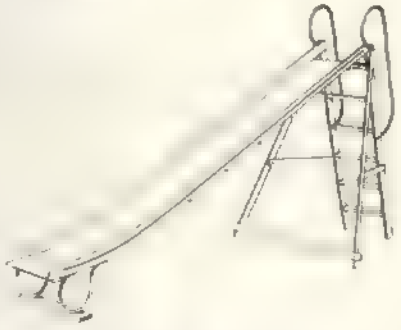
Stanley R. James

Mr. James has been assistant sales manager of Parker Brothers since January 1952, with headquarters in the New York office, 200 Fifth Avenue.

From 1932 to 1952 Mr. James was manager of Parker's New York office He joined the company in 1929 as a sales representative and was appointed New York sales manager in 1932

BENNER INTRODUCES NEW LINE OF SLIDES

A high-spot in the Toy Show will be the introduction of a smart new line of prom tional aluminum bedway slides by Benner, Inc. of Mountville Pa. Made to sell at prices that open up a broad new

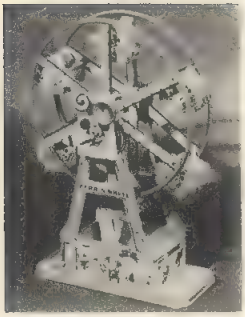


market for this type of merchandise, the new Benner slides nevertheless offer all the features "anyone could want in a slide." The Benner slides are available in 6 ft., 8 ft. and 10 ft. sizes. They are sturdy, durable, with rustproof aluminum bedway and weather resistant, two color finish

The new line of slides augments the popular Benner Shoofly line and the 10 ft. Benner Merry Go Round and See Saw introduced only last year but already a top seller, states the manufacturer

The Benner lines are permanently on display at the Julius Levenson showrooms, 7 E. 17th Street, New York

New Toys on Parade



Disneyland Ferris Wheel

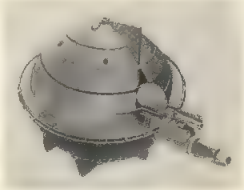
New Disneyland Ferris Wheel has the regular action of a large circus ferris wheel. Gondolas swing and a mechanical bell rings while the ferris wheel goes around. Mickey Mouse and other Disney characters are lithographed on the metal toy and on each gondola. The product of J. CHEIN & CO., 744 Broad St., Newark, N. J., suggested retail price is $1.98

Beach Toy

Smoky the fire boat is among the new inflatable beach toys manufactured by DOUGHBOY INDUSTRIES, INC., New Richmond, Wis. More than a toy, it actually squirts water and is a reminder of fire prevention to kids at pools and beaches everywhere. The toy boat also has a noisemaker "whistle" in the smokestack and is painted with vivid and realistic nautical decorations. An open "bridge" allows the child to "get in" and "operate" the vessel. Made of laminated vinyl plastic by Doughboy's fortiplyed process, and having the patented Doughboy heat-seal seam, it is constructed for lots and lots of junior's toughest fire-fighting assignments. The toy measures 31 in. long, 20 in. high, and retails for $3. It will be on display at the Hotel New Yorker during the American Toy Fair, and also at Doughboy's permanent New York offices at 1107 Broadway, managed by Robert Bimblick.

Interplanetary Toys

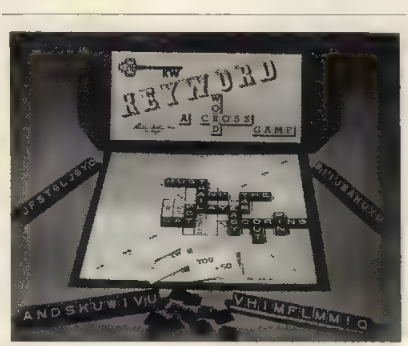
Ready for the growing number of junior space travelers are two new interplanetary toys being introduced at the Toy Fair by the REGIS PLASTICS CORP., 449 N. Doheny Dr., Beverly Hills, new and progressive addition to the industry.



One is a combination bank and toy that lights up the way for young trail blazers whenever a coin is deposited. This colorful item is the newest, most enjoyable way for the youngsters to save up for a trip to the moon. Suggested retail is about $2.95. The other toy is for all space travelers . . . the only authorized Space Patrol Emergency Kit. Here is a practical toy with many uses in outer space as well as the child's room. It retails for about $2.95. Both are designed in a variety of colors and molded in high quality polystyrene

Both the bank and the emergency kit are authorized by the nationwide television show, "SPACE PATROL," with a loyal audience of over 20,000,000. This is the "space" program whose devoted followers have approved and purchased over 75 items bearing its name.

These high quality, sturdy action space toys may be seen at the Toy Fair, New York, and thereafter on the "Space Patrol" programs. They will be distributed nationally by Henry Katz, Inc., Room 540, 200 Fifth Ave., New York City.



Keyword

Newest addition to PARKER BROTHERS' famous games is *Keyword*, a new kind of crossword game. This fast-paced new board-game hit gives extra chance-taking zest to competition, based on a lively combination of word building and crossword puzzle techniques. Higher score dividends go to players lucky enough to turn up letters that spell the words indicated on key cards, with more scoring bonuses when the lucky words fit on key squares.

It is designed for parents and school-age children to enjoy playing together.

Two, three or four players may play; the retail price for Keyword is $3.00.

at the TOY FAIR • Room 1163 • Hotel McAlpin

ARANDELL

- jump ropes
- lariats
- clothes line and pin sets
- jump rope sets

Packaged For Quick Sales To Small Fry. Immediate Delivery . . . Order Direct

Advertised in LIFE

ARANDELL PRODUCTS CO.
3915 Powelton Ave., Phila. 4, Pa.

THE OFFICIAL SPACE PATROL HELMET

The official headgear worn by Commander Corry, Major Robertson, Cadet Happy and interplanetary pioneers. The same helmet children see and hear about on radio, television and in comic magazines. Made of rugged, clear, safe, shatterproof plastic. Inflated double astral jet pack tanks. "Space Patrol Commander" on front. Stock this sensational toy and reap a substantial profit. Department store promotion has produced as much as $4,000 worth of sales in four weeks.

Retails at **$4.95**

Manufactured by

BEEMAK PLASTICS 4462 East Washington Blvd. Los Angeles 23, California

---

Board of Education—

is a new, educational game employing an electrical circuit to match names of places with their location on three Rand-McNally 4-color maps of the United States. Map 1 pertains to capital cities, map 2 to states, and map 3 to principal rivers, lakes, mountains and national parks. Game is complete with leakproof battery and standard pen light bulb. This new, popular priced game is packaged in striking three-color box, 15¼"x12½"x3", and weighs approximately two pounds.

See BOARD OF EDUCATION at the Toy Fair Room 1267, New Yorker Hotel

THE MINNESOTA ELECTRONICS CORPORATION
47 W. WATER STREET ST. PAUL 1, MINNESOTA

IT'S NEW!

"Snap-n-Play" Building Blocks

★

Far superior to other types of building blocks, SNAP-N-PLAY offers unlimited construction possibilities. Be sure to see this newcomer to the fast-selling profitable line of BLOCKCRAFT Educational Toys at the New York Toy Fair, Room 1228, Hotel New Yorker.

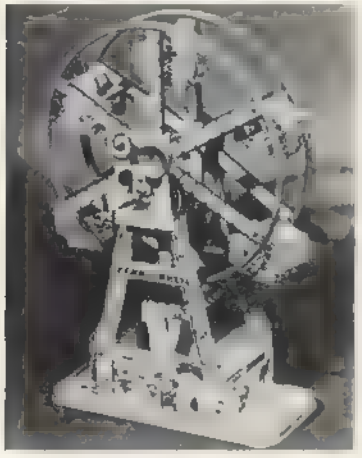
BLOCKRAFT, INC.

CEDAR SPRINGS, MICH.

TOY news and new TOYS

DISNEYLAND ROLLER COASTER AND FERRIS WHEEL FROM CHEIN

Two new products rolling out this year's observance of Mickey Mouse's 25th birthday, are the Disneyland Roller Coaster and the Disneyland Ferris Wheel. Each



of the metal toys bears lithographed illustrations of Mickey and his pals. Suggested retail price for the Coaster is $2.98, and for the Ferris Wheel, $1.98.

The latter toy has the regular action of a large circus ferris wheel: Gondolas swing and a mechanical bell rings while the wheel goes around. Realism also keynotes the roller coaster with its cars that whiz up and down the steep inclines.

J. Chein & Company, 744 Broad Street, Newark, N. J., is the manufacturer of these items.

Tile-Trix Now Lido Property After Purchase of Treedent

Lido Toy Company, manufacturer of popular priced plastic toys, has announced the purchase of the Treedent Corporation, formerly of 61 Broadway, N. Y., N. Y., manufacturer of Tile-Trix. All rights, dies, merchandise and so forth are now the property of Lid

Tile-Trix, which formerly retailed at a higher price, is now available as the #1101—59c, and the #1102—$1. Over 1,000 designs can be made with this toy. It is also termed creative, entertaining and educational. Sample sheets are included in each package to show some of the designs that can be made. The plastic tiles come in assorted, eye-appealing colors and are packaged in a multi-colored box. This newest Lido addition will be on display during the Toy Fair at the Hotel McAlpin, Rooms 551, 577, 579, and 581, and also at the Toy Center, 200 Fifth Avenue, Room 206

Also on display for the first time, will be the following Lido toys: Animal Sewing Cards, Li'l Pardner Chuck and Covered Wagons, Dart Games, Pop Guns, Toy-A-Day Game Sets, Space Sets, Space and Western Ring Toss Sets, and many others. Shown too will be many of Lido's established favorites.

Catalogs describing the entire line are said to be available by mail from Lido Toy Company, 321 Rider Avenue, New York 51, N. Y.

MERRY MANUFACTURING COMPANY MAKING KITS IN TWO SIZES

The two newest products rolling off the production line at Merry Manufacturing Company, Cincinnati, Ohio, both to be introduced at the Toy Fair (Room 1043, Hotel New Yorker), are "My Merry Garden Grows" and "My Merry Grow-A-Garden"

The small-size garden kit, which will retail at around 59c, contains a transparent plastic box filled with vermiculite soil and a patented nutrient which makes seeds sprout on the "double-quick"; a package of radish seeds; and a miniatures plastic watering can which really works, Anthony L. Ach, youthful president of the company, explained.

The larger kit, to retail at around $1, is more than twice the size of the small kit, and contains the same items (with the addition of a small plastic shovel on a larger scale.)

Youngsters, on whom the two new items have been tested over a period of time, have been amazed after patting the seeds into the soil at night, and arising the next morning to find green shoots appearing above the surface. To impatient youth, this is ideal.

Plants will reportedly grow to a height of two inches in three days. After five to six days, the radish plant can be pulled up—and it tastes just like a radish, even in that short time, says Mr. Ach.

Parents will be happy to discover that all "gardening" can be done inside the package in which the items arrive.

H. WEINSTEIN COVERING MARYLAND AND D. C. FOR PARAGON

I. L. Halpern, Paragon Furniture Company, Inc., 41 East 31st Street, New York City, has announced that Harold Weinstein has joined the sales force of that organization. He will cover Maryland and the District of Columbia

"Mr. Weinstein's pleasing personality, plus his many years of experience in selling," states Mr. Halpern, "will be an asset to our customers as well as to us."

Doepke Awarded Medal in Int'l Display Contest

Frederick W. Doepke, vice-president, Charles William Doepke Manufacturing Company, Rossmoyne, Ohio, admires the silver medal presented to the firm by R. C. Kash, (right), editor, *Display World*, for his company's second place award in the magazine's annual international display contest.

The Model Toy Company entry, a new display featuring the firm's complete line of toys, was entered in competition with over 300 companies of all types who engage in national advertising. It was the only toy company to win an award.

Judging the contest were Irving E. Eldridge, formerly display director for R. H. Macy & Co., and now assistant manager, Visual Merchandising Group, National Retail Dry Goods Association; George Westerman, display director, Ohio Edison Co., and Mr. Kash. Their combined experience in the display field totals 75 years.

Inscribed on the medal is the statement "This medal is presented for outstanding ability. *Display World* annual contest, 1952. For Display Achievement." In making the award, Mr. Kash said, "You may well be proud of this award for the contest was marked by the excellence of the entries which came from all over the world . . . a total of 3,104 entries. We hope you will accept this award as a sincere tribute from *Display World* to your professional ability."

In accepting the award, Doepke said, "We appreciate this honor. It is praise indeed to receive this medal from such experienced men in the display field. It is also a justification to our retail outlets who helped us pioneer displays for the toy field. We believe we were one of the first toy companies to provide retailers in the department store, hardware, sporting goods, and specialty fields with specially designed merchandising displays to help them sell more toys. Our display program has been part of our selling effort for six years."

The award winning display is a simulated road barrier, tying in closely with the toys' realistic line of action, construction toys and fire engines. Six feet high, eighteen inches deep, and three feet wide, the display requires a minimum of floor space. The four racks on the display afford ample room for displaying the complete line of Model Toys.

With a striped black and white frame, the display has a bright yellow sign with the words, "Little Men Working" on it. The toys on the display racks of this unit are visible from all sides. It can be quickly assembled and is light enough to be easily carried from place to place.

The display is now said to be available from the company. Inquiries, it is announced, should be sent to F. W. Doepke, C. W. Doepke Manufacturing Company, Rossmoyne, Ohio. Dealers, and wholesalers, Mr. Doepke states, receive it for merchandise cost when they place an order for a representative number of Model Toys.

REDESIGNED LOGSTIX-LINE NOW AVAILABLE IN 4 COLORS

L. W. Schaper, President of Orange Products Co., West Orange, N. J., has announced the complete redesign of the Logstix line, the educational construction set. Formerly produced only in natural hard wood, Logstix is now offered in four colors—red, green, yellow and blue. All colors are guaranteed fast and harmless to children. After extensive tests, the Parents Institute Seal of Approval has been granted the new Logstix, it is also announced.

The sets will be packaged in four sizes. No. 1, round canister container for $1.00. No. 2, partitioned flat box to retail for $2.00; No. 3, partitioned flat box to retail for $3.00; and No. 4, partitioned flat box to retail for $4.00.

Each of the new packages has been completely redesigned for greater eye appeal and display and is printed in three colors. Each case will contain a three-color 11" x 14" counter display.

Mr. Schaper stated this new move with the emphasis on color was in deference to requests from hundreds of Logstix users who have written suggesting that color be included.

M. B. FARMER JOINS TIGRETT AS VICE-PRESIDENT

Effective February 1, Marion B. Farmer joined Tigrett Enterprises, 66 East Walton Street Place, Chicago 11, as vice-president, it was announced recently.

Mr. Farmer was employed previously as

M. B. Farmer

parent buyer of luggage and sporting goods with Sears, Roebuck and sporting goods buyer with the May Company, Los Angeles.

He is supervising Tigrett's West Coast operations, his headquarters being 3643 Mountain Avenue, Pasadena, Calif. The appointment, state Tigrett spokesmen, is in line with the firm plans for expansion on the coast and with their wish to achieve closer contact with their customers in that area.

COMMONWEALTH INTRODUCES SEE-SAW SAVER BANK

A new kind of toy bank with action that makes saving a game is the latest from Commonwealth Products Corp., New York.

The See-Saw Saver Bank has an elephant and clown that swing and balance with each deposit of a coin. Made in gay circus colors of a special durable plastic, the bank holds over $50 in coins. It will take everything from pennies to half dollars and also paper money. Both the elephant and circus clown may be emptied of money by sliding open the door at the bottom. The bank measures 8¼ inches long and is 5½ inches high. It comes individually packaged in colorful circus box.

A 98c retailer, the See Saw Saver Bank may be seen at the showrooms of the Commonwealth Products Corp., 200 Fifth Ave., New York, Room 218—or further information may be had by mail.

New Toys on Parade

Space Toy Now a Major!

"Space Toys have now come into their own as a major factor in the toy industry," says Charles B. Gainsburgh of ESQUIRE NOVELTY CO., Jersey City. Makers of "Flash Gordon" space toys and "Pony Boy" and "Lone Ranger" western toys, this manufacturer has found that consumer acceptance of space toys was tremendous in 1952 and, with the many new items in the space field which will be introduced at this month's Toy Fair, feels that 1953 will find space toys making even greater inroads into the overall volume of the toy industry. Mr. Gainsburgh also reported that "Pony Boy" and "Lone Ranger" western toys showed a gain of about 20 per cent in sales volume over 1951. Even on December 24, Esquire's New York showroom was being deluged with calls from parents who "must find a Flash Gordon Space Outfit," for their youngsters.

New Comet "Fighter Glider"

Capitalizing on the tremendous current interest in jet planes, COMET MODEL HOBBYCRAFT, INC., 501 West 35th St., Chicago 16, Ill., has produced a remarkably realistic "Jet Fighter Glider" kit, which retails at only 10c. This new glider brings a world of thrills to any youngster because it performs many exciting stunts, and is so realistic in appearance. All parts of this big ready-to-fly glider are printed and fully finished, with numerous life-like details; the nose weight is already inserted. Comet claims that this glider will fly farther and loop higher than any other glider in its class. Each glider is individually packaged in sparkling cellophane, 48 gliders packed in a beautiful 3-color counter display box. They will be ready for delivery in April

Space Patrol Helmet

Pictured is the Space Patrol Helmet produced by TOYS OF TOMORROW LTD., 840 S. Santee St., Los Angeles 15, Calif. Over a foot in diameter, this interplanetary headgear is molded of clear, lightweight Tenite plastic in two pieces, then cemented together along a reinforcing strip

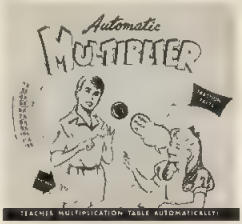
of bright red Tenite. A rectangular opening at the back and front allows for ventilation and speaking. Insignia of the Space Patrol Commander appears on the upper front, hot stamped in lasting colors. To complete the ensemble, inflatable red and blue tubes and neckpiece are provided with each helmet.

New Educational Items

New items in the line of MASTERCRAFT TOY CO., INC., 19 W. 24th St., New York 10, N. Y., include *Penmanship*, *Spelling Educator*, and *Automatic Multiplier*

The manufacturer believes that *Penmanship* will fill a long felt need in teaching the art of writing to youngsters. The set is well-packaged and retails at $1.79.

The *Spelling Educator* features 5 independent alphabet dials, and offers a series of educational features. It is to retail at $1.59



The youngster's tedious hours of multiplication and fraction study should be transformed into fun with the *Automatic Multiplier*, it is pointed out. This 9 x 10 set, has fully automatic quiz, multiplication tables and fractions. It is priced to sell at 89 cents.

German Toy Volume
HIGHER IN 1952

THE volume of the German toy business, both in the domestic and export fields, picked up considerably in the latter part of 1952. This was considered all the more satisfactory since important restrictions in various important customer countries like the United Kingdom and Australia were regarded as a serious threat to German toy exports.

During the first half of last year, exports were about a third lower than in the first six months of 1951. By the end of September, however, the difference between the 1951 and 1952 foreign sales had been considerably worked down.

Higher exports to the United States and Sweden were largely responsible for the improved picture in the last six months of the year. Assisted by the reduction of U. S. customs duties on mechanical toys from 70 to 50 per cent, toy sales to that country topped all others as of the end of September, after occupying third place the previous year.

The United Kingdom, the principal buyer in 1951, dropped down to sixth place. Exports to Sweden, already substantial before that, made further progress when the Scandinavian country liberalized toy imports at the same time of the St. Eriks Fair in August.

Holland, Italy and Switzerland also continue to figure prominently as buyers of German toys. In the case of Italy, sales were aided by that country's generous licensing policy.

Mechanical Toys

Mechanical toys provide the bulk of German toy sales. This is particularly true of the export business where between 60 to 70 per cent of all shipments consist of mechanical toys. Wooden toys, originally hampered by the poor quality which prevailed in the years before the currency reform, continued to make progress. They almost entirely regained the ground which they had lost in domestic and foreign markets.

German doll exports, once a leading item, had a hard time competing with the superior products manufactured, for instance, in Italy. According to some sources, conditions in this field have been improving.

It is noted here that plastics are increasingly used by toy manufacturers, and many factories have acquired presses and other plastics processing machines. Since German plastics are rather more expensive than those produced in the United States and the United Kingdom, the use of plastics in goods for export is limited. The manufacture of plastic toys on the other hand, is much simpler and cheaper than that of metal toys, and they are therefore regarded as possessing excellent prospects in the domestic market.

Exports of Christmas tree decorations, now accounting for about 10 per cent of all foreign sales, also are developing satisfactorily. Originally, these items were made almost exclusively in what is now the Eastern zone of Germany.

Nuremberg Toy Fair

In anticipation of the industry's major trade event, the Nuremberg Toy Fair in March, efforts have been going forward to avoid some of the tribulations which beset the industry last year. It was recently said that the space available for the Nuremberg display will be 135,000 square feet in 1953 compared with 90,000 square feet in 1952. Applications by exhibitors at the beginning of this year totaled about 600.

Export efforts this year will not limit themselves to the Nuremberg event. At the Hanover Light Industries Fair in the spring, a group of six toy exporters will contact all foreign buyers dealing in toys. It is thought that many of these might not do enough toy business to make a trip to Nuremberg worth their while. Other plans call for exhibits of toys at an increasing number of foreign trade shows, which thus far have been somewhat neglected.

♦

Fliers Tangle with Kites

Under the heading, "Toys, Tempers Soar," a news item in a Chicago newspaper told how on Tuesday, February 24, many things soared in Chicago, including the temperature, the spirits of small boys, some kites and the tempers of airline pilots.

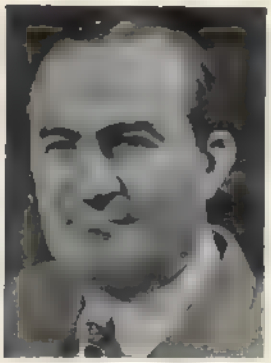
"These apparently unrelated events wound up in a single problem. It was called to the attention of the Midway Airport control tower by the pilots. The central tower phoned the police complaint room. The complaint room radioed a Chicago Lawn police squad."

In a matter of minutes, policemen arrived on the roof of an abandoned four-story school, located near the airport.

"They quickly hauled down the kite which was soaring majestically 200 feet above them. They also noted signs that other kites and several boys had left the roof hurriedly just before they arrived.

"With the kite out of the way, the landing pattern path was clear again and the pilots brought their planes in."

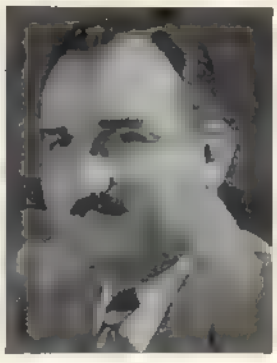
Gund Executives Expect Banner '53



Jacob Swedlin

Abraham Swedlin

L. John Swedlin



Samuel Kay

Gund Mfg. Co. reports that the avalanche of fan mail received from parents and children concerning the Regal Beagle Pup has been the greatest in its history. It was humanly impossible, the manufacturer states, to keep up with the unprecedented demand for Regal Beagle—it still continues. Gund this year has substantially increased its production facilities in an effort to meet the demand for Beagles as well as its many other products.

The sales staff in a recent preview of the 1953 line announced themselves to be spellbound by the extent and imaginative beauty of the new offerings. Regal Beagle has reportedly been joined by characters sure to vie for his crown.

The smash hit Walt Disney picture "Peter Pan" has, for example, opened unlimited promotion possibilities and has inspired the creation of the new Gund Peter Pan Hand Puppet series. New packaging and "sales helps" go with this new series.

Well-known soft body cloth dolls, such as Dolly Freckles, Nancy Lou and Honey Lou, have been joined by a newly created collection of "name dolls."

The sales organization "in gratitude for the magnificent line he has created" awarded Jack Swedlin, president and designer of the firm, a "Gund Oscar" for this achievement. His associates, in fact, refer to Jack as the dean of the Stuffed Toy World.

John Swedlin, sales manager, and his associate, S. Kay, will be joined by the entire sales staff during the Toy Fair. The staff comprises: Arthur Keller, Irwin Goodman, George Rosner, Leo Scherrer, Ernie Kahn, Bernard Reiner, Al Singer, Elaine Weiner, Shirley Kaplan and Janice Nathanson.

INVINCIBLE CORP. EXPANDS WEST COAST FACILITIES

Invincible Sales Corporation of 2303 W. 9th Street, Los Angeles, has announced the expansion of its sales and showroom activities in the western states.

Sales trends for Invincible have obliged them to move into larger quarters in the San Francisco Merchandise Mart, states Jim Ellis, who is representing Invincible in the northern California area. New showrooms in the Cooper Building, Denver, are open with S. T. Scott in charge. N. C. Vibbard is in charge of the showroom and sales in the Phoenix, Arizona district.

New showrooms in Portland are being planned for Kern S. Stinson, now handling sales in Oregon and Washington for Invincible Sales Corp.

Prominent in the 11 western states as toy manufacturers' representatives, Invincible Sales Corporation will show their toy lines in Rooms 1129 and 1130 at the Hotel New Yorker during the Toy Fair, according to Lou Trackman and Herman Kessler, who head up the firm.

BRILLIANT UPHOLSTERY COLORS FEATURE '53 REIDER LINE

A brilliant eye-catching array of upholstery colors is the top attraction in the 1953 Reider line of children's chairs, rockers and davenports upholstered in gleaming plastic. The originators of plastic-upholstered children's furniture, Reider remains the leader in its field. The Reider line is merchandised as a quality line at competitive prices. The line will be on display during the Fair at the Hotel McAlpin Room 1197 and is permanently on display at the Julius Levenson showrooms.

All will be there to welcome buyers in the recently enlarged Gund showroom at 200 Fifth Avenue, Room 226.

Expanded advertising and promotional activity has been carefully planned and already in motion, announces Irving Tuckman, advertising director of the firm.

A. Swedlin, executive head of Gund, stated that his long prediction that "stuffed toys" would ultimately take their rightful place of importance on toy counters where quality and value are offered has been borne out by the consistently increasing demand for such products.

PARAGON NAMED DISTRIBUTOR FOR L. B. RAMSDELL COMPANY

I. L. Halperin of Paragon Furniture Company announces that his firm has been appointed distributor for the L. B. Ramsdell Company, Gardner, Mass., under the new Ramsdell distribution plan.

During a recent conversation Mr. Halperin stated, "Coincident with the institution of their new nation-wide plan, the Ramsdell Company has revamped their entire line. Many of the Ramsdell customers who have bought this well-known line for half a century or more will be agreeably surprised at the many new innovations, both from the standpoint of construction and design, as well as decoration and manner of packing. The new packaging, by the way, will save approximately 38 per cent on the cost of the freight." Under the new distribution plan, the Ramsdell Company will be in a better than ever position to serve their numerous customers more promptly.

The toy items in this extensive line such as chairs, rockers, and so forth, will be shown in Rooms 402 and 404 at the Hotel McAlpin. The entire Ramsdell line is, of course, on display at the Paragon Furniture showrooms, 41 East 31st St., New York City.

As heretofore, Paragon will also have the complete new line of the Murray Ohio Mfg. Co., The Colson Corp., and many other old stand-bys, in addition to their new innovations that they helped design, and of which they are exclusive distributors.

Pressman Toy Announces "D-Day Is Coming"

Phil Seltzer

Fred Kroll

Norm Oshin

Dave Levitt

Jack Pressman, president of Pressman Toy Corporation, 1107 Broadway, New York, disclosed in a recent interview with a PLAYTHINGS representative that when the Toy Fair opens March 9 his firm will be on hand with a "new sensation." "D Day is coming," he stated.

"The Pressman Toy Corporation," continued Mr. Pressman, "has come to the fore in its field because of the stress it has laid on the creativeness of its packaging, and in great measure credit for this is due the company's designer, Mrs. Lynn Pressman.

"The philosophy behind Pressman's packaging," Mr. Pressman went on, "can best be postulated as a belief in the public's instinctive taste for what is artistically worthy. Customers, regardless of their lack of training in art, seem to have a natural awareness of good design, harmony, color composition and color combination. It's an inherent tendency in all of us, from child to grown-up, and we at Pressman never sell it short." (*Pictured above: salesmen representing Pressman Toy Corporation.*)

PLASTIC PUZZLE BALL ANNOUNCED BY KROLL

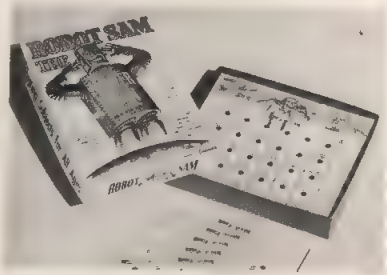
Molded for Kroll Teacher Toys, Inc., by American Plastic Manufacturing Company, both of 2938-42 N. Halsted Street, Chicago, a new plastic puzzle ball made of trans-

parent Tenite has been placed on the market.

The ball, a hollow sphere containing five marbles in graduated sizes, has cemented to its inner walls three tinted, horizontal partitions cut from extruded Tenite sheeting and stamped with either one or two holes. The idea is to move the marbles through the partitions from the top of the sphere to the bottom.

This Tenite product is further described as having a smooth chip-proof surface that is warm to the touch. Light in weight, it still nevertheless is termed tough enough to withstand hard play on the floor or in the bathtub.

Busy Days Reported at Jacmar



Irving Jacobs of Jacmar Mfg. Co., Inc., 115 West Broadway, New York 13, reports that the constantly growing demand for their line of educational Electric Quiz Games has made it necessary for their enlarged factory to operate practically around the clock during the past several months. "And from the way orders for January delivery are streaming in" said Mr. Jacobs," it looks like it will continue to be full speed ahead at our plant right through the winter months."

Jacmar's popular trio of Electric Quiz Games—the Electric Panel Quiz, Electric Nature Quiz, and Electric Kiddie Quiz was recently augmented by a newcomer, intriguingly called "Robot Sam, the Answer Man." The result of a determined effort to offer the trade an electric quiz game at the volume selling price of 98¢ retail, it contains 156 questions and 156 answers, a bulb and large size battery, all attractively packaged in a five color box.

"Dealers who are featuring our line," Mr. Jacobs stated, "tell us that our slogan, 'The Playway to Knowledge' should be augmented with another slogan 'The Sure Way to Profits' When we originated our first electric quiz game and offered it to the trade we were sure we had a winner but the consuming public has taken to our line in a way that has exceeded our most optimistic expectations. We are daily receiving letters from parents and teachers testifying to the genuine educational value of Jacmar Electric Quiz Games, and this is spurring us on in our efforts to further increase the line with additional new numbers that will have real play as well as constructive educational value."

Japan Climbs Into Top Spot *with* Cheap Toys

John Cameron Swayze, in a pre-Christmas broadcast on his NBC *Camel News Caravan* program, gave the American toy industry a helping hand in telling of the threat of import toys to the home market. This "toy special" went further, however. It was told that "American manufacture is geared to American taste," and that the "concern of American toy-makers is to hold that market pretty much to themselves. This year there is intense concentration on realistic toys to exact scale — cranes, earth-movers, hydraulic dump trucks and bull-dozers. Educational, but far from inexpensive," said Mr. Swayze. He told how and why imports could be a threat to the United States toy manufacturer. Pictures, further illustrating his remarks, were shown to the millions of television watchers—and listeners. Thanks to Mr. Swayze, the following is a part of the transcript of the December 18 broadcast.

Japanese Competition

"Japan, second-largest exporter of toys to the United States before World War II, has climbed into the top spot with cheap toys and cheap labor. Although there are many modern factories in Japan, much of the labor is performed at home with whole families taking part.

"The beginnings of a Japanese plastic industry are the chief source of worry to American toymakers who this year, have banded together for an intensive *buy-American* advertising drive. These plastic locomotives indicate what could be a major threat to our own multi-million dollar industry. Japan has long been known for cheap celluloid toys. Adapting the same techniques to plastic would put her in serious contention for the American market. Inflatable rubber toys are also a big Japanese export item. These, and friction toys, have bitten off a sizable chunk of the Christmas trade. Imports are still a small percentage of the total volume here, but if they continue growing at the present rate, it could be serious.

German Toys

"Nuremberg is the classic center of the German toy industry, which has yielded its pre-war top position to Japan. The Germans are particularly adept in making ingenious mechanical toys like these cars complete with electric motors made by the Schuco factory. Since the war, few German toys have been cheap. They are primarily in the middle and higher-price brackets.

"Nuremberg's Gama plant is seventy years old. It was founded when the Germans were making their first bid for world markets in every product they could think of. Here, as in most German toy factories, most of the workers are woman. Wages, although below American standards, are not what you could call low. The German bid for the foreign market, especially the American market, is based more on specialization than on cheap labor. They are very good at getting lots of movement into their toys.

"And so the toys go out from Nuremberg all over the world—to earn currency for the West Germans and bring worries to homegrown competition.

"Space suits have replaced cowboy costumes to a large degree among the American lollipop-and-mayhem contingent. And the space traveler with the ray gun is doing to the interplanetary invader what the American manufacturer would like to do to his foreign competitor — disintegrate him with a deadly ray."

♦

New Eastern Representatives

Formation of the JaMeL Company, with resident selling office and showroom at 1384 Broadway in New York City, is announced by Jules M. Lieberthal, who recently resigned from Gund Manufacturing Co.

The new organization will function as manufacturers' representatives to the toy trade, serving department and specialty stores, chains, syndicates, buying offices and exporters, among whom Lieberthal has built up a wide following.

JaMeL is featuring Elka "Stuffed Animals of Unique and Exquisite Quality," consisting of four series creatively fashioned in plush, chenille, fur and other skins.

New filling techniques and materials have been developed and will be utilized in the Elka 1953 presentations. In addition, improved music boxes, said to be superior to any now in general use by the toy industry, will be available.

Another innovation being introduced by Elka is the packaging of all items, including those in the lowest priced brackets, individually, in colorfully decorated boxes with perforations permitting the cut-out of a variety of animal pictures.

Mr. Lieberthal's extensive merchandising background includes sales management for several large national corporations, with activities in advertising, exploitation, packaging and display.

The new showroom of the JaMeL Company is the last word in ultra-modern design and is completely air-conditioned. It is located in the Lefcourt-Normandie Building on the corner of 38th Street and Broadway.

At Toy Fair Mr. Lieberthal will be with Elka in Room 1053 at the McAlpin.

■

Chicago Representative Keys Program to Today's Market

See page 426

Toy Knights Elect Officers for 1953

Nathan Redlich
President

Martin Funk
Vice-President

Irving Sametz
Treasurer

James V. Dunleavy
Secretary

Nathan Redlich was reelected for another year's term as president of the Toy Knights at a meeting held by that organization January 27.

Elected to officer posts with Mr Redlich were Martin Funk, vice-president; Irving Sametz, treasurer; and James V. Dunleavy, secretary, all of whom are well known in toy trade circles.

It was announced at the meeting that a Toy Knights dinner will be held March 12, in the Colonial Room of the Hotel George Washington, New York, to honor out-of-town members.

Saturday, March 14, the annual banquet of the organization will be held at the Hotel Commodore, New York, and promises, according to Irving Schechter, the dinner chairman, to break all previous attendance records

In 1952, Mr. Dunleavy revealed, the membership of the Toy Knights "increased greatly." He invites all persons who have been selling toys at the wholesale level for two or more years (the qualification for membership) to contact Murray Richstone, chairman of the membership Committee. Mr. Richstone has his office in Room 532, 200 Fifth Avenue, New York.

Imogene Coca Doll Makes Debut as Member of Juro Celebrity Line

The latest addition to the Juro Celebrity Line to be introduced at the Toy Fair is the Imogene Coca Doll—fashioned after the brilliant T. V. star of "Your Show of

Imogene Coca

Shows." Elaborate preparations have reportedly been made to insure, "to the nth degree," the perfection of the doll, its packaging, and the dynamic coast-to-coast promotion which will back this major event in the doll industry

Although the Imogene Coca doll has not been shown to anyone as yet, orders have been pouring in since the announcement was made public in February. "I have never seen or personally experienced anything like this avalanche of orders," said Sam Jupiter, president of Juro Novelty Company. "Orders read 'Rush when ready —whatever price—!'" he continued, "and are for substantial quantities. Never in the many decades that we have been manufacturing dolls have I received such orders. It is unquestionably a great tribute to Miss Coca's tremendous popularity and in some measure, I feel, a reflection of Juro's prestige in the industry."

Miss Coca is seen by an estimated 35 million Americans who watch her and Sid Caesar every Saturday night on the NBC-TV program "Your Show of Shows." She receives over 2,000 fan letters weekly. "A personality with so tremendous a following plus the carefully thought out Juro interpretation will make for one of our greatest successes" opined Mr. Jupiter.

In addition to the continuously successful Jerry Mahoney Ventriloquist Doll and Dummy, Juro is introducing Jerry's famous side kick, "Knucklehead," another in the ventriloquist series. Available also to the many who have requested it will be a series of costume changes for the Jerry Mahoney items ranging from a baseball player to a gaucho.

Bil Baird's lovable puppets "Charlemane the Lion" and "Flannel Mouse" are part of the '53 roster of outstanding Celebrity Dolls. These distinctively different puppets are packaged in gay cellophane

"Charlemane the Lion" and friend.

window boxes which readily transform into excellent puppet theatres.

As a service to the many toy buyers attending the Fair, Juro has available TV tickets to the Paul Winchell Show and the Show of Shows. Juro's public relations department has been geared to offer immediate assistance with hotel reservations as well as theatre tickets.

dealers are being furnished with attractive selling aids.

Other Items to Come

The series will eventually include a score of other "Habitutors," executive vice president Walter Burroughs said in previewing the new line of children's novelties. He pointed out that the items represent an innovation in Eldon's manufacturing program. The 30-year-old firm is one of the largest and oldest manufacturers of plastics on the West Coast. Eldon's Proprietary Products Division, which will market "Habitutors," has long been a manufacturer of plastic cabinet knobs and pulls.

In line with Eldon's intensified program of expansion, Silverstein announced the addition of three new top staffers to the firm.

Reuben B. Klamer has been named national sales manager. He was formerly affiliated with the sales division of The Ideal Toy Corp.

New head of research and development and designer of the "Habitutor" line is Bern Wolf. Formerly with Aladdin Plastics of Los Angeles and Walt Disney Productions, Wolf is credited with designing many successful toys and children's novelty items.

Injection Molding Machines

In charge of production of the *Habitutor* line is Paul Graham, another recently appointed executive. Graham is well-known in the industry for his work in the engineering and development of one of the world's largest vertical injection molding machines.

Describing Eldon's expansion program as testimony to his "high confidence in the future," Silverstein said that Eldon is "fully equipped with the most modern machinery and plant in the West to do a complete job. We are now continuing the development of new *Habitutor* items to be added to the line."

He added that Eldon has studied every aspect of problems common to the toy industry. "That is why we have devoted much planning to the design, pricing and packaging of our new line, with the convenience of the jobber and retailer uppermost."

First of series of "Habitutors," good habit builders by Eldon Mfg. Co., 30-year-old California plastic firm. The "Tidy Trio," as these items are called, is a towel and mirror set featuring comical circus tiger and lion, both 5" tall. Third member of set is a lion tamer. Set makes it fun for kiddies to clean up.

"Tumbo, the Clown" makes brushing teeth fun. The plastic figure is 10" high, and his tummy is a removable, shatter-proof tumbler. In his hand he grasps a tooth brush; toothpaste in the other. The retail price is $1.98 in colorful gift box.

Louis Marx Honored

Louis Marx, toy manufacturer, and Bernard F. Gimbel, president of Gimbel Brothers, Inc., New York City, were honored February 2 at an informal ceremony in the suite of Prince Bernhard of the Netherlands at the Waldorf-Astoria Hotel. The Prince, consort of Queen Juliana, bestowed Netherland orders on the two men and expressed thanks to them for their service to his country and to the U. S. and other lands.

Mr. Marx was made a Commander of the Order of the House of Orange. Mr. Gimbel became a Commander of the Order of Orang-Nassau. The presentations were witnessed by a small group of friends of Prince Bernhard and of the recipients.

TV's Top Show Jumps Into Toy Market

ABC-TV's top-rated *"Super Circus,"* still playing before capacity audiences as this big spectacle enters the fifth year of "standing room only" televising, has turned over its exclusive merchandise licensing activities to Television Merchandising Associates, 135 South La Salle St., Suite 840, Chicago.

Enjoyed by over 15 million viewers on 62 of the country's TV stations every week, *"Super Circus"* was cited by the American Research Bureau for drawing the "highest number of viewers per TV set of any other television program." This colorful

MARY HARTLINE

extravaganza, in addition, has been consistently rated among the nation's "top 10" television shows.

"Super Circus" is the delight of *every* age group. It is one of the few shows that the *entire* family watches together. Paced by its madcap clowns—Cliffie, Nicky and Scampy; prettied by its talented band leader—Mary Hartline, and sparked by ringmaster Claude Kirchner, *"Super Circus"* seems destined to remain the favorite of viewing audiences for many years to come.

So powerful is the *"Super Circus"* sales pull that the show has been steadily sponsored for five years by outstanding manufacturers (with a long line of sponsors awaiting their turn).

A sound merchandising program is under way, utilizing tie-in activities, merchandise centers, displays, personal appearances, magazine, newspaper, radio and television promotions.

Manufacturers may write for licensing information to Television Merchandising Associates.

■

J. H. Griffin and B. H. Baum to Help Scouts' Fund Drive

John H. Griffin, manager of Macy's toy department, has accepted chairmanship of the Toys and Games Committee for the 1953 Finance Campaign, Greater New York Councils, Boy Scouts of America, it has been announced by David Yunich, chairman of the General Merchandise Division for the Councils' Fund Drive.

A scout in his youth, Mr. Griffin has first hand knowledge of the fine program of education and of organized recreation offered to the City's youth by the Scouting movement.

It was also announced that Bernard H. Baum, president of Effanbee Dolls, has accepted co-chairmanship of the committee and will serve with Mr. Griffin in an active capacity to help the Boy Scouts achieve the aim of the Fund Drive.

Mr. Baum is treasurer and director of the Toy Manufacturers' Association of America and a director of the Doll Manufacturers' Association. He is a member of the Cornell Club.

■

Beaded Handicraft Educational Toys

A. EDWARD BROWNER, executive director of sales for the Union Novelty Company, Inc., 18 W. 37th Street, New York, N. Y., advises:

"We are manufacturers of beaded handicraft educational toys designed for girls and teenagers.

"For example, we have a beaded item called *Glitter-doll,* consisting of a doll, a dress with designs on it, and accessories. Also, the group has spangles, beads, thread and needle all inserted in the box. On the cover, there is a picture with instructions on how to use the spangles and how to sew them on.

"Our item, *Miss Jewelry-Maker,* has colored pictures on the box containing beads and jewelry. Also on containers of beads and jewelry and other accessories pertaining to the making of these bracelets, necklaces, or any item that the girl desires to make. There are instructions on the box as to how to make these items, and there are details as to how to use the thread with the beads so that the item comes out as per picture.

"One item, *Picture-Art,* is most interesting for the simple reason that there are designed pictures on a picture frame, and it is on a cloth, so that when the girl or teenager sews the spangles and beads on the cloth, the result is two beautiful pictures that can be placed in the child's room or the parent's room. When the child gets older and married, she will naturally show her children what she did for *her* room. Incidentally, these beaded educational toys give the girl a chance to learn the use of a needle and become accustomed to doing important home tasks. As indicated on the cover of the box, anyone able to read can make this item.

"List prices run from $1.00 to $3.00 a set.

"The main factor about the beaded craft educational toys is that girls or teenagers are prevented from becoming delinquent due to their interest in this work at home. Parent-Teacher organizations throughout the United States have approved these beaded educational toys, since they find these toys bring to the girl or teenager a sense of responsibility and good fellowship. There are innumerable organizations, whether religious or otherwise, that have also approved these beaded handicraft educational toys for girls."

■

Bicycle Loot

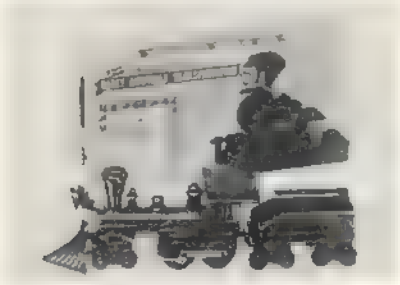
• Dutch bike riders had something special to cheer about when Germany was forced to return all property taken in Holland during World War II. The loot included 60,000 bicycles.

■

WELCOME TO THE TOY FAIR

1st in Old-Time Engine Series Introduced by Northwestern

The General, famous Civil War locomotive, will be the first of a unique series of old time engines to be featured in the new $1.29 retail, all-plastic hobby kit line of Early American Transportation by Northwestern Products Company of St. Louis,



Leo Ungar, president, recently announced. The locomotive runs on "O" gauge track.

"The General Hobby Kit, which will be introduced at the American Toy Fair, will offer 62 all-plastic pieces, each numbered in the mold for easy assembling," Mr. Ungar said. "The unique numbering feature makes it practical for a child as young as six to assemble these authentic scale models. The exact detail of the celebrated General and the three other famous transportation models which Northwestern also plans to introduce this year will appeal to all ages of railroading fans.

"In addition to easy instructions, the kit will include, as an extra educational feature, a leaflet describing the dramatic history of the General's race with the Texas in 1861—a celebrated battle story of Civil War days. This historically fascinating [illegible] kit [illegible] plastic, [illegible] and will be accompanied by two [illegible]. The General and the interesting models of Early American Transportation will be packed in colorful boxes dramatizing their historical interest."

In addition to the Early American Transportation all-plastic hobby kits, Northwestern will reportedly feature a record variety of games with exclusive features and important packaging innovations.

Northwestern Products Company plans to back both the new games and the Early American Transportation all-plastic hobby kits with aggressive nationwide advertising and also plans to participate in the American Toy Institute *Life* advertising program.

NANCY ANN DOLLS SHOW AT NEW YORKER

Toy Fair visitors will find the complete 1953 line of Nancy Ann Storybook dolls on display in Rooms 614-15, Hotel New Yorker.

PRESSMAN'S EUROPEAN AGENT TO ATTEND TOY FAIR

Bernard Henry of Oporto, Portugal, who has for the last three years been handling European activities for the Pressman Toy Corporation, will attend the New York Toy Fair and be in attendance at the Pressman showroom.

Mr. Henry, born in South Africa, emigrated to Portugal where his family became active in toy merchandising. Mr. Henry, in addition to handling European

Bernard Henry

purchases of raw materials for the Pressman line, has also taken charge of Pressman sales to their many customers, both on the continent and throughout the United Kingdom. This marks his first visit to America in order to acquaint himself at first hand with the needs of the American market.

Melton Industries Announces Movie Viewer for Children

Back in June of 1951, a new industry was born in Reno, Nevada when the first of six $15,000 molds started turning out the now-famed Melton Motion Picture Viewer.

Promoted and distributed throughout the country, the Melton Viewer reportedly conquered the photographic trade in but two years with the simple mechanism which makes possible the viewing of home movies and specially edited subjects without the use of a projector or screen.

Now, announcement is made that the toy trade will get its first view of a brand new model especially designed for children. The Melton Mascot Movie Viewer will be [illegible] at the [illegible] Hotel New Yorker during the Toy Fair. Priced to sell at $3.95, the Mascot M8-T10 comes complete with a factory-sealed magazine that cannot be opened or tampered with.

Says George T. Owen, president of Melton Industries, Inc. firm which is bringing out the new Melton Mascot, "We're excited about the possibilities of the Mascot M8-T10. As we went about distributing the Melton Master Viewer in photographic outlets all over the country, it became more and more apparent that a special toy model viewer would have to be created to meet the demand for educational entertainment which so many parents visualized so quickly in this easily operated viewer. We have taken the basic patent of Charles Melton, the inventor, and built an integral plastic unit in a brightly colored, fascinatingly-shaped plastic case for children. The photo-

graphic unit is basically the same that has made the Melton Motion Picture Viewer so popular with photo fans all over the country."

Plans have been completed for a wide range of feature films for the Melton Library including a special series of 20 Walt Disney cartoons, Hopalong Cassidy, Woody Woodpecker, travelogues and westerns for the inexpensively priced magazines that will be made available in display racks to the stores handling the Melton Mascot Viewers.

Promotional plans for the Mascot Viewer, which will go on the market April of this year, are well under way. Initial emphasis has been placed on package design and point-of-sale, and a substantial consumer campaign is being planned. Full-color point-of-sale displays feature one of filmdom's popular juvenile actors using the Mascot Viewer. Plans include the use of the major consumer magazines and extensive department store campaigns when distribution is accomplished.

Mr. Owen will be at the Toy Fair himself to launch the new product, which he asserts is but one of the new items in the works which this up-and-coming young Western firm intends to market in the near future.

DOUGHBOY INTRODUCING PLASTIC TOY SAILBOAT

The smallfry at the beaches will be able to go sailing this year, thanks to one of the newest creations of Doughboy Industries, Inc., of New Richmond, Wisconsin. Doughboy has come up with an inflatable plastic toy sailboat that is lifelike enough

to satisfy the most seagoing of boys and girls.

Called the "Bonnie-B," the new beach item is painted with gay and realistic seagoing decorations. It has a real sail, and is open at the center, thus enabling the child to get into and safely "steer" his craft. Made of vinylite plastic, the inflatable boat carries both of Doughboy's exclusive construction features, fortiplyed, laminated plastic and the patented Doughboy seam.

The "Bonnie-B" is 42 inches long, and the sail 47 inches high. The '53 item retails for $4, and will be one of many new Doughboy products to be exhibited at the Toy Fair in New York City, March 9-18 at the Hotel New Yorker.

COLOR CONSULTANT FORESEES "DYNAMIC" SHADES IN TOY COLORS

Children are less fickle about colors than adults, according to a toy color survey made by Monsanto Chemical Company's Plastics Division that proved children are as loyal to primary colors as they are to noise and action in toys. More dynamic shades of the primaries, however, were forecast as the coming favorites for the young by color consultant, Faber Birren, who predicted flame red, light emerald green, sunlight yellow and toy blue will supply the impulsive beauty that will make new toys more appealing to children and to adults who buy toys for children.

The color expert told an audience of toy buyers recently that the new trend toward more luminous colors in toys is part of 'the American frame of mind that has accepted brighter, clearer colors in interior paints, wallpapers, towels and blankets." Mr. Birren warned that the brighter, lighter colors have no relation to the more subtle shades of high fashion appearing in clothing, textiles and furniture.

"Never try to be subtle when picking colors for toys. They would only bewilder the unsophisticated vision of children," he warned.

Doepke Signs Promote Brands

Using the front of its factory to highlight two widely different lines of products, the Charles William Doepke Mfg. Co., Rossmoyne, Ohio, recently installed the eye-catching signs shown above.

In the center the firm name is placed on a 40-foot long sign. Gray porcelain enamel letters are used against a maroon background. The two smaller signs are each 12 feet long. Both are trademark replicas of the Model Toys and NesTier materials handling system made by the company. Black and white porcelain enamel is used on the NesTier sign while the Model Toy sign has maroon letters outlined with black on a gray background.

Fabricated by Barrows Porcelain Enamel Co., Cincinnati, the signs reflect a trend toward better factory identification for advertising and easier location of plants by suppliers and prospective employees.

A major reason for using porcelain enamel, according to W. A. Barrows, president of the fabricating company, is the ease of maintenance. Located one and two stories above ground level, the signs would be difficult to reach if constant maintenance were necessary.

Mr. Barrows points out that many porcelain enamel signs have been in use for 10 or 15 years with only minor maintenance. The porcelain enamel is weatherproof and the colors will not chip, peel, or fade.

Federal Sign Company made the installation.

TOY CORP. OF AMERICA TO FEATURE DOTTIE MAY, RAMSDELL LINES

The Toy Corporation of America at 7 East 17th St., N. Y., announces that it will feature the entire 1953 L. B. Ramsdell line of distinctively designed baby youth and baby high chairs, adult chairs, rockers, play yards and Ramsdell's complete line

of juvenile chairs and rockers. The high chairs will be available in golden maple, wheat and waxed birch, the youth chairs in federal black, with gold decorations, the juvenile and adult chairs and rockers in golden maple, federal black and mustard yellow with color decorations to match.

The Toy Corporation of America will also feature the Dottie May line of smartly styled doll high chairs colorfully upholstered in plastic. Both lines are permanently on display at the Toy Corporation of America offices.

SERVICE MFG CO. EXPANDS S-BAR-M HOLSTER LINE

M. Berkman, president of Service Manufacturing Company, Inc., 120 E. 16th Street, New York City, has announced that its widely known S-BAR-M Line of authentic Cowboy Holster and Gun Sets is being greatly expanded to cope with unprecedented consumer demand.

"Western lore is more popular than ever," says Mr. Berkman, "and it's getting bigger every year. S-BAR-M merchandise is designed to keep interest riding high."

Service, 25 years old last year, will keep pace with Junior's preoccupation with "blood and thunder" adventure by bringing out several new and exciting genuine leather S-BAR-M Holster & Gun Sets. All are said to be crafted and detailed with typical Service thoroughness and will be displayed at the Toy Fair this month, the 9th-18th.

Merchandise Program Boosts Mountie "Sergeant Preston"

Trendle-Campbell-Meurer, Inc., Detroit, Michigan, producers of the Lone Ranger, have announced the formation of a merchandise program built around another of their well-known figures, "Sergeant Preston of the Yukon".

A symbol of the Northwest Mounted Police, Sergeant Preston has become, in the course of 14 years, one of the world's best known Mounties via the media of radio, short stories, comic books, phonograph records and, now, only recently, television.

Frank T. Mincolla, merchandise director for the Detroit company and formerly toy buyer for Montgomery Ward & Company, states that the pulling power of the Preston name has reflected itself in the sales figures of the Quaker Oats Company, who have sponsored the Sergeant Preston radio show for a number of years.

"We have planned and coordinated this current merchandise program," adds Mr. Mincolla, "with the view towards a greater recognition and increased sale of Sergeant Preston products. It will be our policy to contribute the same selling impact, and the same form of merchandising and promotion that the Trendle-Campbell Meurer organization has been identified with in the past."

Licenses have been granted to the following manufacturers to make Sergeant Preston products, Mr. Mincolla revealed.

Decca Records, Inc., three phonograph records; Dell Publishing Company, comic book; Whitman Publishing Company, coloring books and story books, The Milton Bradley Co., puzzles, Esquire Novelty Company, holsters; Herman Iskin & Co., Inc., playsuits and hats; U. S. Electric Mfg. Co., flashlights; National Leather Mfg. Co., schoolbags; and Charles M. Geraghty Co., Inc., badges and pin buttons.

"There are additional prospective licensees with whom we are negotiating contracts," Mr. Mincolla added.

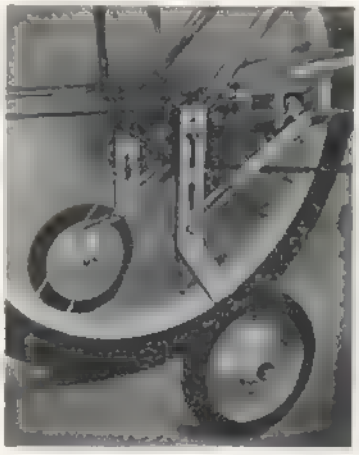
The broad merchandise objectives of the Preston merchandise program are given as follows:

1. Licensing leading manufacturers in their respective fields. 2. Offering licenses for only those Sergeant Preston products that lend to a natural promotional tie-in. 3. Coordinating all Sergeant Preston products so that the overall theme of the property is carried out to the most advantageous manner. 4. Offering the consumer Sergeant Preston products that are well styled, attractively packaged, and competitively priced. 5. Limiting the number of licenses to avoid a duplication of products. 6. Promoting the Sergeant Preston merchandise program with the view that this property, which has been on the air 14 years, will go on and on and on as has the famous Lone Ranger.

DARWIN ANNOUNCES NEW BICYCLE BALANCERS

Two new bike balancers are being introduced by Darwin Products, Inc., 2435 W. 14th St., Chicago, Illinois. The Model 8C balancer is equipped with thick semi-pneumatic tires on 6" wheels with rust-resistant, highly polished rims and special hubs. Double verticle brackets reportedly add greater strength and the two channel steel supports are said to be exceptionally strong. Model 8C also features steel step plates that are termed wide and sturdy enough to be a safe and comfortable support for any adult.

Darwin states its new Model 19A is designed especially for mass sales. It reputedly combines unusual economy with strength and durability. Like all Darwin balancers, it features Nylon bushings that



never need greasing, plus heavy gauge, zinc plated and rust-resistant steel construction.

Darwin balancers are packed individually in attractive cartons and are shipped six to a master shipper weighing approximately 31 pounds.

SPACE GAME, CRAYON SET INTRODUCED BY TRANSOGRAM

Transogram Company, Inc., 200 Fifth Avenue, New York City, has announced the introduction of two new space items, a game and a crayon set.

Blasting off from Earth, Transogram's space hero, "Steve Scott," assigns his Space Scouts to undertake missions into outer space in a game of adventure. It familiarizes the child with all the planets, their relative location in the universe, their distance from the Earth, and so forth.

The game contains a large playing board depicting the universe in color, a new Rocket Speed Indicator with spring action, secret mission travel cards, colored game markers and "easy-to-follow" instructions. All playing implements are packed in an individual box and the entire game is packaged in a sturdy box with a colorful, var-

nished wrapped cover featuring "Steve Scott" in action. The game is priced at $1.00.

Another "Steve Scott" item designed to catch the youngster's fancy is Transogram's "Steve Scott" Crayon and Stencil Set. Packaged in a colorful "space attired" box, the set contains a generous supply of bright giant and regular size crayons with new motif wrappers which are securely displayed in "Rocket Port" holders also decorated with space scenes. Included are stencils and outline pictures featuring space scenes and a large full-color picture of "Steve Scott" in action. This set retails for $1 with a smaller edition available at retail for 59c.

MORGENSTERN ACQUIRES INTEREST IN MACON MFG. COMPANY

Irwin A. Morgenstern, of the Sheldon Company, announces that he has purchased an interest in the Macon Manufacturing Company of Thomasville, North Carolina, manufacturers of juvenile rockers. Mr. Morgenstern states that he has severed all connections with the other rocker factories he previously represented and will take over as sales manager of the Macon line.

In a recent interview Mr. Morgenstern said: "During the past two years the Macon Manufacturing Company has forged ahead rapidly and is now regarded as one of the top rocker lines on the market. They have a varied line that is being successfully merchandised through jobbers, chains and syndicates. A recently completed 3,000-foot addition to the factory, in addition to the opening of another plant, will give Macon almost double their former production."

Mr. Morgenstern, who for many years has been specializing in the juvenile rocker field, will be on hand with the complete Macon line in Room 902, Hotel McAlpin, during the Toy Fair.

CENTERED ABOVE is the new BMC plant which adds 40,000 square feet to the company's operation. From left to right, below, are shown the various stages of operation necessary to install BMC's 600,000 lb. hydraulic press. . . These might be captioned: Piano movers have it easy compared with this job; it takes two 35-ton cranes to lower the press into position; each hydraulic press is "buried" in the plant floor.

New Merchandise Manager for Keyston Bros.

Fred Donnell, Jr., well known in toy circles in the eastern part of the country, has been appointed merchandise manager for Keyston Bros.' rapidly expanding Junior Cowboy division.

Mr. Donnell comes to Keyston Bros. with ten years of experience in all phases of the toy field; five years as a salesman, and five years as a buyer for the Central Indiana Distributing Company of Indianapolis. He has moved, with his wife and family, to San Francisco, and took over his assignment on February 15.

Keyston Bros., in order to cope with the tremendous demand for *Lasso 'em Bill Junior Cowboy* merchandise, is planning to expand factory production and sales distribution throughout the country. During the year of 1952, a permanent office was opened in Chicago, Illinois, so that there are now three major offices east of San Francisco. These offices are: 202-204 Fifth Ave. Building, New York City; 209 South State Street, Chicago, Illinois, as well as Box 481, Coral Gables, Florida. Of course, Keyston Bros. maintain a permanent sales and display room in their main office at 755 Mission Street, San Francisco, California.

FRED DONNELL

This 85-year-old saddlery firm originated the Junior Cowboy business in San Francisco over 25 years ago and pioneered distribution throughout the east. Today, Keyston Bros.' merchandise is sold in every major store in the United States, as well as in foreign countries. Mr. Donnell's efforts will be principally devoted to the tradition of quality and to the expansion program contemplated.

Sgt. Preston and Yukon King

Sergeant Preston *of the* Yukon

SINCE 1939, the radio program, *"Sergeant Preston of the Yukon,"* has developed a vast children's following. The program is broadcast twice weekly on 434 Mutual Broadcasting stations. Through his many heroic deeds on radio, Sergeant Preston, with his wonder dog, *Yukon King*, has created a ready-made market and is a "natural" for winter and summer product promotion. Cowboys, Indians and horses are the tradition of the Southwest; conversely, Mounties, Husky Dogs and Indians are the tradition of the Northwest.

Sergeant Preston is a symbol of the Royal Canadian Mounted Police, the world's most colorful and publicized police force. Sergeant Preston has become the best known Mountie through radio, short stories, comic books, phonograph records, and now, with the pilor film completed, *television*.

The Quaker Oats Company has sponsored the Sergeant Preston of the Yukon radio show for many years. The Sergeant Preston of the Yukon show has demonstrated its effectiveness in selling Quaker Oats products; the pulling power has been further evidenced in the tremendous response to premium offerings.

Sergeant Preston, like *The Lone Ranger*, is a fictional character that will live on forever.

Licenses have been granted to the following manufacturers to make Sergeant Preston products.

Decca Records, Inc.: (3) Phonograph Records
Dell Publishing Company: Comic Book
Whitman Publishing Company: Coloring Books & Story Books
The Milton Bradley Co.: Puzzles
Esquire Novelty Company: Holsters
Herman Iskin & Co., Inc.: Playsuits & Hats
U. S. Electric Mfg. Co.: Flashlights
National Leather Mfg. Co.: Schoolbags
Charles M. Geraghty Co., Inc.: Badges, Pin Buttons

There are additional prospective licensees who are negotiating contracts.

The broad merchandise objectives contemplate:

1. Licensing leading manufacturers in their respective fields
2. Offering licenses for only those Sergeant Preston products that lend to a natural promotional tie-in
3. Coordinating all Sergeant Preston products so that the overall theme of the property is carried out to the most advantageous manner
4. Offering the consumer Sergeant Preston products that are well styled, attractively packaged, and competitively priced.
5. Limiting the number of licenses to avoid a duplication of products
6. Promoting the Sergeant Preston merchandise program with the view that this property, which has been on the air 14 years, will go on and on as has The Lone Ranger.

The consumer is always ready to accept a product which is both practical and enduring. Fads and fancies soon die, and no amount of force can revive the product of a whimsey.

Mounties, like Westerns, will always have an appeal to the youth of America.

There are a great many toy products that would make excellent promotional items in which the Sergeant Preston Mountie theme could be incorporated to enhance the appeal and play of the product.

For complete details, write to Frank T. Mincolla of Trendle, Campbell, Meurer, Inc., Detroit 26, Mich. Mr. Mincolla was toy-buyer for Montgomery Ward & Co., Chicago, for many years.

■

More Space for Remco

• Remco Industries, Inc., toy manufacturers, have taken a long-term lease of the former White Laboratory building at 103 to 113 N. 13th St., Newark, N. J. The company will occupy the first two floors, consisting of 40,000 square feet, or more than half the area of the entire building.

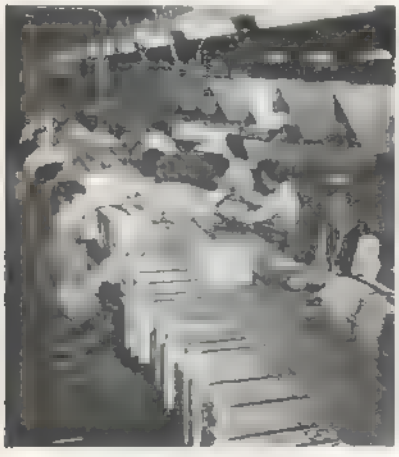
Exterior view of the new Rempel offices the shipping room and factory. Inside the buildings pleasant and inviting working conditions encourage top efficiency.

D. G. Rempel making original clay models from which the production molds are made.

Rempel Mfg. Company, Inc. Prepares for Another "Boom" Year

Conveyor on which the toys are decorated.

Packing operation done at end of conveyor.



Optimistic as he might have been when he first established the Rempel Mfg. Company, Inc., in 1946, it is doubtful if Dick Rempel ever thought that in seven short years the sales curve of Rempel Rubber Toys would year by year literally skyrocket. The stage has firm to continue with an expansion program that is seemingly endless.

Following another year of record-breaking production and sales volume, the Rempel Manufacturing Company, Inc., is again embarking on a new season with a larger line and greater than ever production facilities. The latter are already keyed up to meet the demand that is manifesting itself. Recent visitors at the Rempel plant found a number of the new office and [illegible] such thoughtful features as an employees' cafeteria and comfortable rest rooms, testify to Mr. Rempel's sound theory that pleasant and inviting working conditions encourage maximum efficiency.

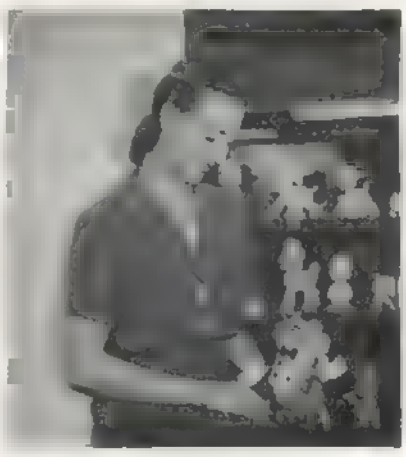
It is interesting to note that not only are all the items in the Rempel rubber toy line designed personally by Mr. Rempel but that all of the plants' equipment from which they are made is likewise his creation. In many respects, the Rempel process for manufacturing rubber toys can well be described as revolutionary in that it requires no conventional machinery. Mr. Rempel points to the fact that his molds represent a radical departure from the conventional method of manufacturing rubber toys and reveals that he has patented his operation and called it the "Roto Cast Process."

Mr. Rempel emphasizes that there is nothing complicated nor difficult in the company's manufacturing method. First, dies or master molds are made from the original clay models. Then, Plaster of Paris production molds are cast from the dies. The next step is the pouring of synthetic latex or liquid rubber into the molds. This is when "Frisky" the Horse, "Milky" the Cow, "Balky" the Mule and the numerous other Rempel originals are cast in soft, highly pliable rubber. Taken from the molds, the toys are then placed in a gas heated oven for a few hours. And that just about climaxes the manufacturing process.

From there the toys go to the decorating tables for painting and, finally, to the shipping department. Mr. Rempel says that the advantage of this system is that it makes heavy equipment unnecessary and results in minimum operating costs.

The Rempel line comprises more than a score of original creations, some shown in the photo below. Notable are such lively-looking characters as "Perky" the Pup, "Josie" the Lamb, "Mr. Squawker" the Duck, "Big Chief Fire" the Injun, and many others.

Showing a few of the toys in Rempel line.



BALLOONEY HEADS INTRODUCED —IMPULSE CONSTRUCTION TOY

Happy Bee Manufacturing Company, 331 West Broadway, New York City, N. Y., is the manufacturer of the herein illustrated Ballooney Heads, a construction toy retailing at 29 cents.

"At this price," states S. Solow, general manager of Happy Bee, "plenty of impulse sales have been generated for this

amusing and colorful toy. The reception accorded Ballooney Heads by the trade, as pointed up by the sizable number of initial orders and re-orders, confirms our original faith in the high saleability of the item. And, actually, we've only just begun to tap the potential market."

Each Ballooney Head set includes, for the 29-cent price, two colored balloons, two plastic eyeballs, a tubular nose, a fibre hat, and a variety of mustaches, mouths, eyebrows and so forth. The parts are made variously of plastic, cardboard and paper, and can be used in dozens of different combinations.

EMANUEL DIANA PRESIDENT OF DOLL & TOY WORKERS UNION

At a recent meeting of the Doll and Toy Workers Union, Local 223, in Atlantic City, Emanuel Diana was elected president and Harry Damino manager. At the same time, Mr. Damino was elected president of the International Union of Doll and Toy Workers of United States and Canada, A. F. L.

A joint message from David Rosenstein, president, National Association of Doll Manufacturers, Inc., Abraham Swedlin, president, Stuffed Toy Manufacturers Association, and Marc J. Estern, executive secretary of both associations, was dispatched, reading

"We extend our warmest congratulations to Messrs. Harry Damino and Emanuel Diana upon their elevation to new offices, and offer our felicitations to the Union upon these wise choices of forward-looking leaders."

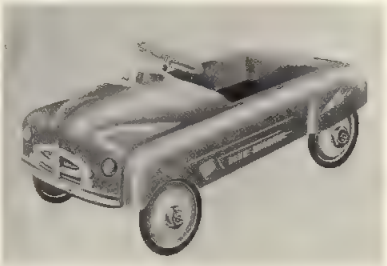
CANCER FACTS FOR MEN

Did you know that since 1951 more men than women have died of cancer? "Cancer Facts For Men," a free pamphlet distributed by the New York City Cancer Committee, 7 East 52nd Street, tells men how to protect themselves against this disease. Ask for it.

Hibbard, Spencer & Bartlett Display "HandyAndy" Sets

Above, Ralph Heller of the Skil-Craft Corporation, 500-22 South Clinton Street, Chicago 7, Ill., makers of the well-known "Handy-Andy" Tool Sets, shows the line to two visitors attending the Open House toy showing recently held by Hibbard, Spencer & Bartlett Hardware Company, Evanston, Ill.

New Auto Lines by BMC



BMC announces it is introducing the most diversified line of juvenile wheel goods in its history. In addition to the restyling and engineering improvements of its standard models, three new lines of automobiles and a De Luxe Tractor are now in production. All BMC bicycles and tractors, with the exception of the regular tractor Junior model, feature the revolutionary BMC Knee Action.

The De Luxe Tractor has the new massive front fork which is also used on all the Senior and Junior heavy duty models. The hood and chain gaurd, though extra large, are streamlined and the rugged rear frame is designed with two step-platforms for a second rider. Mud guards cover both rear wheels. All BMC pull-type accessories can be attached.

The BMC Blue Streak is among the lowest priced juvenile automobiles on the market. Ball bearings in pedal pull straps and in the rear axle supports make pedaling easy and the extra-wide seat and adjustable pedals are said to make it possible for the child to enjoy this model for a much longer period of time.

The Jet Liner Series of cars (eight models) offer, reportedly for the first time, chain-drive in the medium price range. These models are available with either the semi-pneumatic or the solid rubber tires.

The new Challenger automobile series (eight models) are pedal driven. These also have ball bearings in the pull straps and rear axle hanger and pedals are adjustable.

LEONARD AND SON COVERING N. W. AND ALASKA FOR SCHMIDT

George Schmidt Manufacturing, Inc., 716 E. 14 St., Los Angeles, makers of the Roy Rogers and Dale Evans Shoot'n Irons and Spurs, have announced the naming of Al Leonard and Son, of San Francisco, as their representative in the Northwest area and Alaska.

The San Francisco firm, which maintains showrooms in the Terminal Sales Building, will sell the Schmidt line in Idaho, Montana, Oregon, Washington, as well as in the Alaskan territory.

Mr. Leonard is a veteran of some 18 years in the toy business, and has a thorough background in the industry. The firm also employs four full-time salesmen in the above-named states.

On taking over the Schmidt line Mr. Leonard predicted "big things" in the way of gross sales volume for the entire line, especially the Roy Rogers Shoot'n Iron equipped with the "Never-Miss" long-lasting firing mechanism. This gun, given the acid test in a national testing laboratory, fired 100,000 times and reportedly never missed once.

JULES LIEBERTHAL FORMS THE JaMeL COMPANY

Jules M. Lieberthal, who recently resigned from Gund Manufacturing Company, announces the formation of The JaMeL Company as manufacturers' representative in the toy trade with resident selling office and showroom at 1384 Broadway in New York City.

The JaMeL organization is featuring Elka Stuffed Animals. According to Mr. Lieberthal, the new Elka line will consist of stuffed toys especially fashioned in four categories: plush, chenille, fur and other skins.

New filling techniques and materials have been developed and will be utilized in the 1953 presentations. In addition, improved music boxes, called superior to any now in general use, will be available with most numbers being offered by Elka.

Another innovation being introduced by Elka is the packaging of all items including those in the lowest priced brackets individually in colorfully decorated boxes with perforations permitting the cut-out of a variety of animal pictures.

During his years in the industry, Mr. Lieberthal cultivated a wide following among department and specialty stores, chains, syndicates and buying offices. These, along with many export connections, will continue to be served by him. His extensive merchandising background includes sales management for several large national corporations with activities in advertising, exploitation, packaging and display.

The new showroom of the JaMeL Company is described as the last word in ultra-modern design, comfortably decorated and completely air conditioned. It is located in the Lexington Normandie Building on the corner of 38th Street and Broadway, New York City.

During the Toy Fair Mr. Lieberthal will be with Elka in Room 1053 at the Hotel McAlpin.

Teena Doll and Costumes Receiving Heavy Promotion

The success of a new merchandising angle in the sale of dolls, said to be confirmed by the unusually heavy sales last season of Valentine's Michele and Her Trousseau, has been the inspiration back of the new, glamorous Teena and her Eighteen Teen Age outfits.

Many of the leading department stores who were instrumental in helping Valentine attain the volume of 100,000 Michele dolls have, reportedly, already started to promote Teena strongly. Among these retailers are such firms as Stern Bros., Jordan Marsh, Hutzler, Gimbels of Milwaukee, Hecht, The Emporium, Stix, Baer and Fuller, Davidson and Paxton, Shilato and S. Kann & Sons.

Because every outfit actually creates a different doll, this item is said to hold unusual appeal for the buying public and to bring to the store a multiple sale that can increase in many cases until every outfit is sold.

Details are available upon written request of Valentine Dolls Inc., 200 Fifth Avenue, New York 10, N. Y., or at their showrooms in the same building, Room 1457.

Greg Caminiti Joins P.M.A.

George Lipson of P.M.A. Dolls Inc., well known manufacturers of an extensive line of walking dolls, announces that Greg Caminiti has recently joined the sales staff of his organization and will cover New England and the eastern seaboard territory.

Greg Caminiti

"Greg," as he is best known to the buying fraternity, has been associated with the doll and toy industry for many years and enjoys a nation-wide acquaintance among buyers. He is enthusiastic about the new P.M.A. walking doll line for 1953, and looks forward to showing these items to his many buying friends in Room 451, 200 Fifth Ave., New York, during the Toy Fair and throughout the year. George Lipson further stated that Harry Wallace of Los Angeles, California, is now representing P.M.A. on the Pacific Coast.

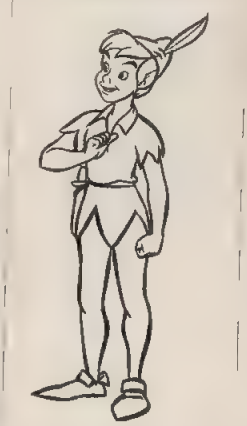
COMMUNITY CHEST CALLED BUILDER OF FAITH

"The Community Chest is important to those who have never been, and perhaps never will be, on the rolls of the welfare agencies. Here is a medium through which we may restrengthen our faith in mankind and in ourselves. Here we will find thousands of our neighbors happily putting aside the material aspects of daily living to lend their hands and hearts in the united effort to remedy need."—David F. Linowes, vice-chairman, Red Feather Campaign, Washington, D. C.

Disney's "Peter Pan" Movie To Premiere Next Month

A recent report from the Character Merchandising Division of Walt Disney Productions, Inc., 1270 Sixth Avenue, New York, states that the world premiere of Disney's full length, all-cartoon technicolor production, *Peter Pan*, is set for some time next month, February. The film will be exhibited all over the country throughout the spring and summer going right into the fall

Of the numerous tie-in items now being produced under license from Disney, nine were reported on in the November issue of



COPYRIGHT WALT DISNEY PRODUCTIONS

PLAYTHINGS. They were: RCA Victor's Little Nipper Story Book Album; a 98-cent retail Peter Pan felt hat, manufactured by the Elrene Manufacturing Company, N. Y ; the Peter Pan hand puppet, a 29-cent retailer manufactured by the Oak Rubber Company, Ravenna, Ohio, Simon & Schuster's Peter Pan Golden Books; a functional shoulder bag, also serviceable as a lunch kit, manufactured by the National Leather Manufacturing Company, Brooklyn, N. Y.; apron sets for boys and girls,

79 cent retailers, turned out by Elrene; a wallet selling for 29 cents and illustrated with Peter Pan scenes on the outside, manufactured by Safient, Inc., Holyoke, Mass., a $1.00 plastic handbag from the Debway Corporation, 330 Fifth Avenue, N. Y ; and a 79-cent gas-inflated 5" rubber ball, bearing an illustration of Peter Pan, produced by the Eagle Rubber Company, Ashland, Ohio.

Now, two more Peter Pan items are said to be in production. They are, a press action toy manufactured by Kohner Brothers, New York, which retails at $1 and has a plastic base and wooden body, and Peter Pan scarfs, colorfully decorated with characters from the film. These scarfs, suggested for retail at about $1, are 27" square and made of washable spun rayon. They come in assorted color combinations and are made by the Glenader Textile Corporation, 417 Fifth Avenue, N. Y

THE FASTEST WAY

The fastest way man can travel by using his own muscles is with a bicycle. He can go faster on a two wheeler than when running, or skating. Incidentally, most racing bicyclists are also outstanding ice skaters. Over 50 per cent of the entrants in the 1952 national amateur bicycling races at New Brunswick, N. J., are also expert in the ice sport with a number of them holding down championship crowns in several divisions.

BACHMANN NAMES IREDALE AND McCLAY SALES AIDES

The appointment of Fred G. Iredale, Jr., and S. Robert McClay as sales assistants has been announced by Albert H. Redles, secretary and director of sales of Bachmann Bros., Inc., 1400 38 Erie Ave., Phila., 119-year-old firm manufacturing Solarex sun glasses, Plasticville toys, and other plastic products

Fred G. Iredale

Mr Iredale formerly was attached to the sales force of Felt & Tarrant Manufacturing Company. Mr. McClay, a naval veteran of the Okinawa campaign in World War

S. Robert McClay

II, was employed by RCA-Victor Division, Radio Corporation of America, prior to joining the Bachmann organization as an accountant three years ago

In their new posts Mr Iredale, a specialist in sales promotion will be responsible for the development of merchandising programs, and Mr McClay will be concerned with statistical analysis of sales and other marketing information

AID TO ARMED FORCES

During the 1951-52 fiscal year a monthly average of more than 35 000 Red Cross volunteers served a total of nearly 3,780,000 hours for U. S military hospitals and installations at home and abroad, providing immumerable welfare, recreation, and personal services for ill and able-bodied servicemen and women

Servicemen, veterans, and their dependents received more than $11,000,000 in financial assistance from the people of the United States through Red Cross chapters and field directors during the 1951-52 fiscal year

ATF Vice-President

GERALD RAPAPORT, it has been announced, has been promoted to vice-president of the American Toy and Furniture Company, Inc. He is the son of Meyer and Eleanor Rapaport.

The company's new officer and his wife will represent American Toy and Furniture at the Toy Fair in New York March 9-18.

—

"WHEEL OF FORTUNE" NEWEST ADDITION TO E. S. LOWE LINE

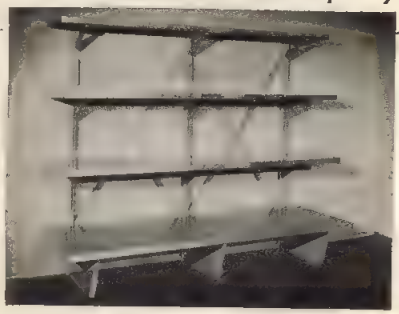
According to the E. S. Lowe Company, Room 548, 200 Fifth Avenue, New York, retailers have been showing keen interest in the firm's Wheel of Fortune Pari-Mutuel Horse Race Game. The toy wheel

itself is a replica that operates in the same manner as a regulation wheel

Constructed of plastic with a gold-plated wheel on a rich black base, the game has an indicator which automatically gives the odds on each race. The track part of the set is in five colors

The game stands seven inches high with a base 4½ inches in diameter and retails for $1.49 complete with layout and instructions. It is also available with 100 chips in a gift set retailing at $2.49.

"Hirshlok" Wall Display



Storekeepers now can create a complete self-service wall display unit in five minutes, and complete displays for a moderate-size store can be installed in only three hours, according to information from Hirsh Manufacturing Company, Skokie, Ill., makers of the "Hirshlok," an accordion-action display unit

Heart of the unit is a set of accordion-action steel braces, to which are attached specially designed steel uprights and shelving brackets. When the braces are extended to their proper length, Hirsh-built shelving is placed on the brackets completing the display.

No tools are required for assembling the unit, the company states. Exclusive construction features permit automatic locking in place of all parts

Once assembled, the display affords flexibility for self service merchandising of many types of retail goods. Patented Hirshlok shelving brackets need no tools for changing shelf height or slope. Push-button adjustment and individual levelling devices permit shelf pitch to be adjusted through a 120-degree arc.

According to Dave Shulman, vice-president in charge of sales, tests have shown that shelf construction using Hirshlok will carry loads in excess of any conceivable merchandising requirements

Mr Shulman said that because shelf slant can be quickly changed retailers will find it easy to tailor displays for particular promotions as well as for individual classes of merchandise

The Hirsh executive commented on display problems resulting from the greater assortment of items stocked in most self-service establishments. "One particular difficulty is that of relieving the visual monotony so often found in self-service operations. The new Hirsh units have been designed so store owners can display merchandise in the most eye-appealing fashion"

List prices of an eight-foot wall unit, complete with four shelves and Hirshlok price-tag moulding, begin at $98.40.

GRANDPARENTS READY SPENDERS

Although no official survey has been made, it is the opinion of many bicycle merchants that American grandparents are the biggest buyers of bikes as Christmas gifts for youngsters

HIGHLAND ART EMBROIDERY OFFERS STITCH A STORY

Highland Art Embroidery Company, 91 East Union Street, Pasadena, Calif., has introduced what it terms a "completely new idea in embroidery sets."

Called the Stitch A Story, the item is No. 500 in the Highland Art line and is set to retail for 59 cents. It comes with 12 assorted picture subjects semi finished in multicolor paints. Each subject is attached to a 7 x 11" card complete with thimble, needle and thread with which the child embroiders the unfinished area and thus creates a brightly-colored needle painting.

Also noted by the company in its announcement is that Stitch A Story is permanently inserted in an artistic serrated frame and that the finished pictures are absolutely safe to wash

BANTAM OPENS NEW OFFICE AND SHOWROOM IN N. Y. C.

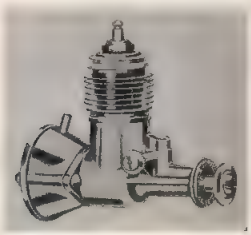
The opening of a new and larger New York City showroom, one that is also more centrally located, and a move of their main sales office have been announced by Bantam-U. S. Toys, Inc., creators of the original "Floppy," the soft cuddle dog and other soft toys and infants' specialties.

Opened December 15, last year, this new showroom is located near 37th Street at 1359 Broadway, New York, N. Y. This is also the address of Bantam's new sales headquarters. The former address for both their sales office and showroom was 2 East 34th Street.

Bantam's manufacturing operations continue to be conducted at their two plants in Port Chester and Kingston, New York.

HERKIMER DISTRIBUTES SECOND NEW ENGINE

The .049X, the second new miniature model plane engine recently introduced by Herkimer Tool and Model Works, Inc., Herkimer, New York, manufacturers of OK Cub engines, is now being distributed



nationally. Herkimer previously introduced the 14 Cub, designed for radio controlled flying.

Because the new ½ A class engine, companion to the well-known .049, is smaller and lighter than any other OK engine in its class, advanced hobbyists will find it an ideal free flight performer, state Herkimer spokesmen. Other features, it is said, include a sturdier crankcase, crashproof crankcase and block-tested, guaranteed starting ability.

Duchess Doll Promotion Begun

Peter J. Farmer, advertising and merchandising man of 175 Fifth Ave., New York, is shown conferring with Lou Lispi, art director of Walt Disney Productions, Inc., Character Merchandising Division, regarding the design of the package for the new Duchess Doll promotion in conjunction with Walt Disney's forthcoming Peter Pan motion picture.

Mr. Farmer, in addition to providing a complete merchandising and advertising service for his clients, advised the PLAYTHINGS representative that he also devotes his talents to the development of new and original items, which are licensed to manufacturers on a royalty basis. He emphasized that this particular service, which includes the improving of existing items, is rapidly becoming a major factor with his organization.

He further stressed the fact that his services to clients was by no means confined to the preparation of promotional and advertising material. "It is my feeling," he went on, "that in addition to the regular agency function, a well rounded merchandising service should include general counsel regarding sales potential of an item or the lack thereof, packaging, pricing, and the many other vitally important details so essential to the successful merchandising of any new item.

He then added, "In my opinion it is essential today in planning a sound sales campaign to first secure countrywide distribution through the trade mediums. Then, after trade distribution has been achieved, to follow through with national magazine advertising at the consumer level."

It is planned to back the new Duchess "Peter Pan" doll, which is now being introduced to the trade, with an extensive advertising campaign.

"SCENIC PANORAMA EGG" FROM PLASTICRAFT MFG.

The Easter Egg, a hardy perennial among the playthings popular at Eastertime, has been given new form by the Plasticraft Mfg. Co., 287 Laurel Avenue, Arlington, N. J.

A 79-cent retailer, the herein pictured

"Scenic Panorama Egg" is made of plastic and is embellished on top with lily-of-the-valley and forget-me-not floral sprays and a ribbon.

Dressed in colors including bright yellow, light blue and petal pink, the egg contains a lens which magnifies the interior three-dimensional scene in full colors.

Size of the egg is 5⅛" long by 3½" wide by 3½" high.

JULIUS LEVENSON AGAIN NAMED REPRESENTATIVE FOR WAGON AND SKOOTER LINES OF UNITED SPECIALTY

United Specialties of Birmingham, Inc., Birmingham, Ala., announces that Julius Levenson Inc., 7 East 17th St., New York, will again represent them in the eastern territory, starting January 1, 1953, the first of this month.

The complete United Specialties' line of Dixie Flyer Coaster Wagons and Wee Wheeler Skooters will be on permanent display in the busy and popular Levenson showroom during the coming year. The Dixie Flyer coaster wagon line includes a wide variety of wagons in every desired size and price range, all noteworthy for their modern, streamlined design and fine quality enameled finish. The firm states that their Dixie Clipper wagon is proving particularly popular with the trade throughout the country. Replete with quality features, it is equipped with a new nylon bearing in the wheels as well as large-size, semi-pneumatic tires and a white sidewall rim.

In addition to Julius Levenson Inc., the Dixie Flyer line is represented in 11 western states by Glenn B. White Associates, 1355 Market St., San Francisco; and in the southern states by Louis Wilham & Co. Third National Bank Bldg., Nashville, Tenn.

EASTERN

ARTISTIC

for the trade

AMERICA'S LARGEST MANUFACTURERS

of Plastic and Vinyl

- Undressed Toddlers
- Undressed Teen Age Dolls

•Heads • Arms • Legs All Models • All Sizes

MARGON

Life-like

Moving Eyes Used Exclusively

FEATURING

OUR NEW 1953

Complete Line of

WALKING DOLLS

ARTISTIC DOLL CO. • EASTERN DOLL CORP.

All Injection and Slush Molding Done in Our Own Plant

37-43 Greene Street • New York 13, N. Y. • CAnal 6-8220

see

ARTISTIC toys

at the TOY FAIR . . . *Hotel McAlpin*

rooms 420-422

proven sellers
like these . . .
and the
most exciting

NEW

fabrics,
colors
and designs!

Sam Belasco
Cleveland, Ohio

Milton Bregstone
Chicago, Ill

Joseph P. Egan
Philadelphia, Pa

Invincible Sales Corp.
Los Angeles, Calif.

Paul E. Hickman
Henderson, Kentucky

John C. Houck
St. Paul, Minnesota

Arthur I. Kaban
Chicago, Ill

Harry G. Mellman
St. Louis, Mo

Artistic
TOY COMPANY

S. E. Cor. 3d & Cumberland Sts., Phila. 23, Pa.

ARTISTIC

EASTERN

for the trade

AMERICA'S LARGEST MANUFACTURERS

of Plastic and Vinyl

- Undressed Toddlers
- Undressed Teen Age Dolls

•Heads • Arms • Legs All Models • All Sizes

MARGON

Life-like

Moving Eyes Used Exclusively

FEATURING

OUR NEW 1953

Complete Line of

WALKING DOLLS

ARTISTIC DOLL CO. • EASTERN DOLL CORP.

All Injection and Slush Molding Done in Our Own Plant

37-43 Greene Street • New York 13, N. Y. • CAnal 6-8220

King Neptune Swim Masks

How do we know they sell so fast?

1. They're new. In great demand
2. Designed to protect swimmers eyes and nose.
3. Unbreakable lenses.
4. Each in sell on sight display box
5. Suggested retail $1.35. Also oval shape. Swim fins to match.

Order No. S 200.

EASTERN SHOWROOM Room 420, 200 Fifth Avenue, New York City.

Write for details to
MARTIN RUBBER CO.
LONG BRANCH, N. J.

---

it's always
PLAYTIME
WITH
Litho Plate
Educational Slated Blackboards
Richmond
Spelling Boards

The exclusive Educational Charts and sturdy construction of the easel desks make LITHO PLATE Blackboards truly lifetime playthings. Richmond Spelling and Number Boards interest the kiddies at all ages. See these quality items.

RICHMOND SCHOOL FURNITURE CO.
Factory and Main Office:
MUNCIE, INDIANA, U. S. A.
New York Office: Room 465, Fifth Ave. Building

YOU CAN'T THROW IT AWAY!

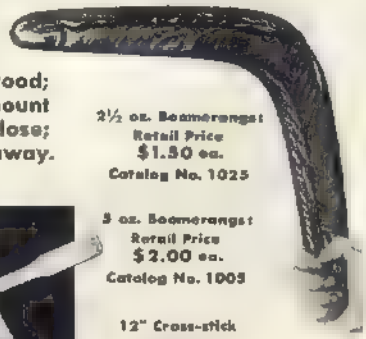
FLYING WING DESIGN

BOOMERANGS

NEW • DIFFERENT • UNUSUAL GIFT
HEALTHFUL FUN FOR OLD AND YOUNG

Provide healthful exercise. No special skill required. Only a flick of the wrist. The return feature is fascinating. Carved from special waterproof, laminated wood; permit unusual amount of abuse. Difficult to lose; impossible to throw away.

Carved by
Col. John M. Gerrish

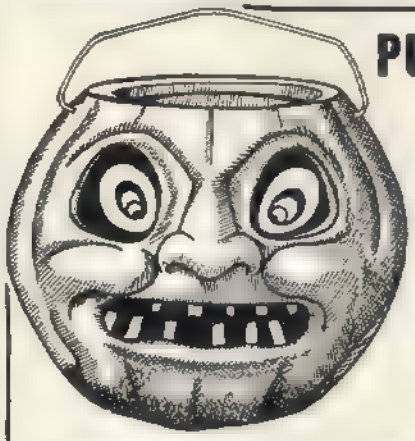


2½ oz. Boomerangs:
Retail Price
$1.50 ea.
Catalog No. 1025

5 oz. Boomerangs:
Retail Price
$2.00 ea.
Catalog No. 1005

12" Cross-stick Boomerangs:
Retail Price
50c ea.
Catalog No. 1012
(Packed 24 to display carton)

TROPICAL SALES, BOX 33-N, Coconut Grove, Miami 33, Florida



PUMPKINS
FOR
HALLOWE'EN

•

JUMP ROPE
10-15-25 and 59
CENT NUMBERS
for SPRING
and SUMMER

Write for Illustrated Circulars and Prices

Courtland Friction & Mechanical Toys

sold exclusively by us

GEO. BORGFELDT CORPORATION
44-60 EAST 23rd ST., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
Merchandise Mart, 1355 Market St., San Francisco, Cal.

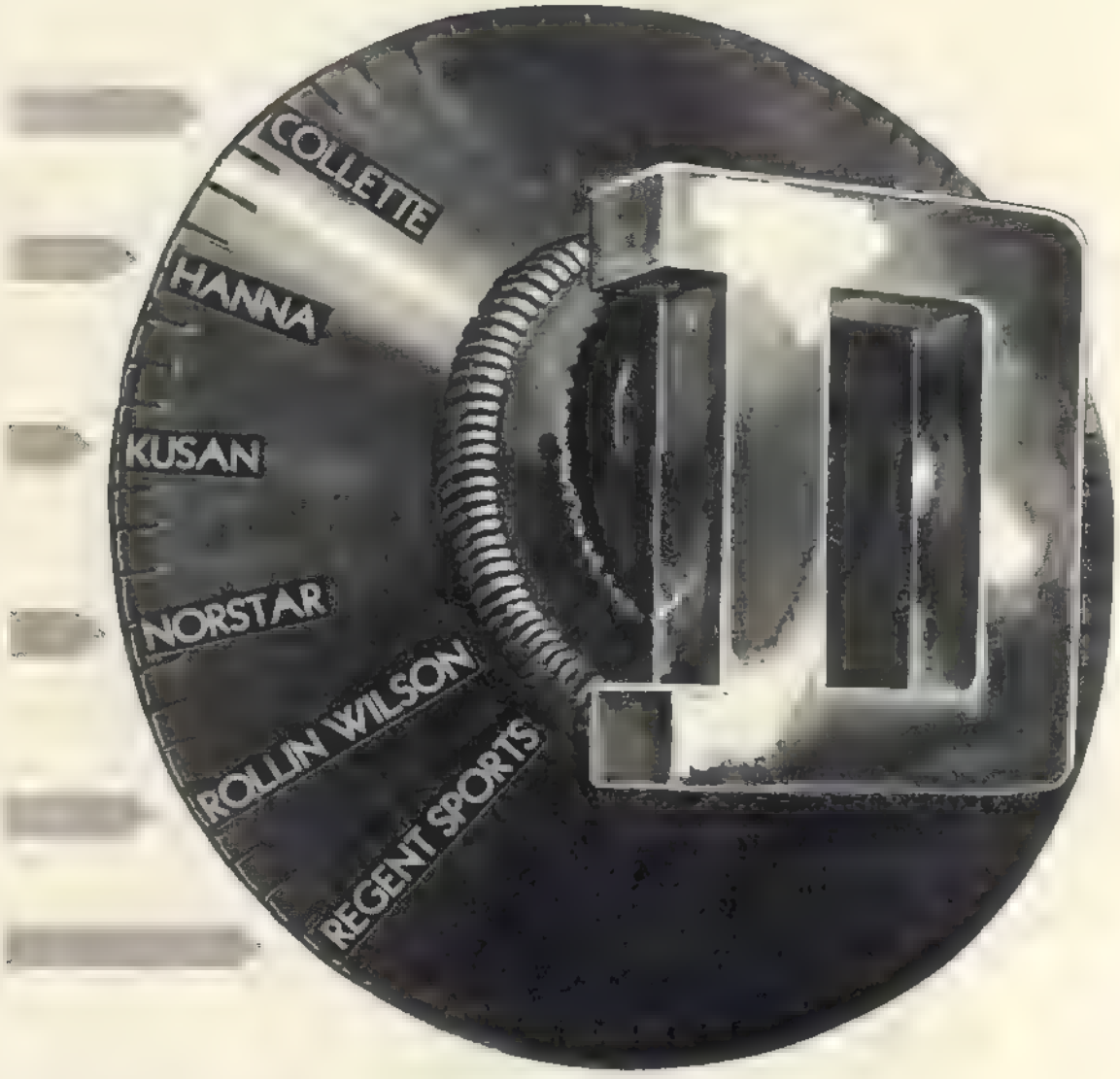
Mademoiselle

Toddler Dolls
featuring
Dynel Hair
and Complete
Costumes

$2.98 retail
as illustrated

undressed $1.79
with shoes,
socks and panties

A. H. DELFAUSSE
National Sales Representatives
200 FIFTH AVENUE
NEW YORK 10, N. Y.
Company



The right combination . . .

A. H. DELFAUSSE Company

National Sales Representatives

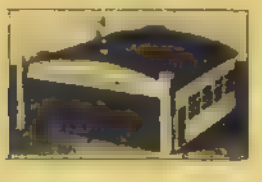
200 FIFTH AVENUE
NEW YORK 10, N. Y.

TOO LATE TO CATALOG

BARN YARD ANIMAL SET

Plastic, plasmand painted. Cows, horses pigs, sheep. All to scale. Wt. 5 oz. per set. 72 sets to ship. carton, approx. 22 lbs. Bachmann Bros.
NO. BY-0.....EACH $ 1.00
QUANTITY ORDERED _____

AIRPORT HANGER KIT



Made to scale. Blue roof, white sides, red doors; large service door opens. White wind sock for roof attachment. Assembled size: 8¾" wide; 7-9/16" long; 5-3/8" high. Packed 1 to box, 9 oz. 36 boxes to ship. carton, approx. 22 lbs. Bachmann Bros., Inc.
NO AP-1.....EACH $ 1.00
QUANTITY ORDERED _____

SCHOOL KIT

Glow lights mounted on each side of door. Tower and weather vane mounted on top. Packed 1 to display box, 8 oz. 36 boxes to ship. carton, approx. 18 lbs. Bachmann Bros , Inc.
NO. SC-0.....EACH $ 1.20
QUANTITY ORDERED _____

RAILROAD STATION KIT

Green roof, white sides, green doors, rustic platform with ramps. Packed 1 to box, 9 ozs. 36 to ctn., 21 lbs. app. Bachmann Bros., Inc.
NO RS-0.....EACH $ 1.10
QUANTITY ORDERED _____

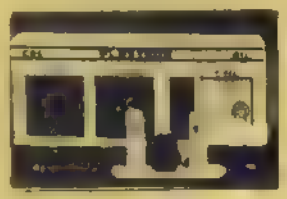
BARN KIT

White roof, red sides and doors; or red roof, white sides and doors with detachable silo. Packed 1 to box, 8 oz. 72 boxes to ship. carton, approx. 35 lbs. Bachmann Bros., Inc.
NO. BN-1.....EACH $ 1.00
QUANTITY ORDERED _____

POLICE STATION KIT

Green roof, gray sides with police antenna on roof. Modern glow in the dark door lights. Packed 1 to box, 9 oz. 72 boxes to ship. carton, approx. 37 lbs. Bachmann Bros., Inc.
NO. PS-0.....EACH $ 1.10
QUANTITY ORDERED _____

GAS STATION KIT



Red roof, white sides, red service doors that open. Gas pumps and oil can rack. Packed 1 to box, 4 oz. 72 boxes to ship. carton, approx. 27 lbs. Bachmann Bros , Inc.
NO. GS-2.....EACH $ 1.00
QUANTITY ORDERED _____

CHURCH KIT

Gray roof, white walls, gray ecclesiastical windows and door, white belfry steeple with metal bell and plastic gold-plated cross. Packed 1 to box, 9 oz. 72 boxes to ship. carton, approx. 34 lbs. Bachmann Bros., Inc.
NO. CC-0.....EACH $ 1.00
QUANTITY ORDERED _____

FIRE HOUSE KIT

Red roof, white sides and red doors Latest overhead hanging doors. Packed 1 to box, 9 oz 72 to boxes to ship. carton, approx. 39 lbs. Bachmann Bros., Inc.
NO. FH-0.....EACH $ 1.00
QUANTITY ORDERED _____

When the ground freezes up, the northern prairie farmer hauls his "77" to the stack and bales his loose hay for easy feeding, handling and storing

Try to overwork a "77"!

Hand feeding from the stack or picking up from the windrow—you can't beat the capacity of New Holland's twine-tie baler!

Feeding loose hay from the stack, you'll break a pitchfork before you can overload the New Holland "77". It's the highest capacity twine-tie baler you can buy. It packages up to 10 tons of hay per hour . . . up to 100 tons in one day!

High speed for stationary baling pays off in the field, too. The "77" takes windrows big as they come, kicking out up to 7 square, firm, neatly sliced bales per minute!

With speed like this you can clear the hay off your fields just at the right stage of curing—store it with a maximum percentage of protein-bearing leaves and blossoms. This higher feed value means extra money in your pocket, whether you feed or sell.

Call for a demonstration. If you have a stack or a mow of long, loose hay right now, ask your New Holland dealer to bring out a "77" for a demonstration. Prove to your own satisfaction that it's the fastest, most dependable baler you can own. And if you decide to buy, buy *now*. Your "77" can work for you all winter and be ready to go when summer baling comes. The New Holland Machine Company, a subsidiary of The Sperry Corporation.

• • •

Ask for New Holland Twine! This twine is certified by the United States Testing Company to have met rigid standards of quality, uniformity and strength. Look for the Seal of Approval that's on every bale of New Holland Twine.

NEW HOLLAND

"First in Grassland Farming"

New Holland, Pa. • Minneapolis • Des Moines • Kansas City • Brantford, Ontario

Bells Bells Bells

In various assortments of cards, bags and boxes . . attractively designed to sell themselves . . .

AT THE FAIR
ROOM 1103
HOTEL NEW YORKER

THE BALL & SOCKET MFG. CO., Inc.

Makers of Quality Products for over 100 Years.

NEW YORK OFFICE:
18 W. 32nd ST.
NEW YORK 1, N. Y.

A BALSO PRODUCT

FACTORY:
WEST CHESHIRE
CONN.

BELL DIVISION

Serving the trade for 29 years

COMPOSITION NOVELTY CO.

(FRANK SCOPARINO)

Our new line for '53 offers the greatest variety of all—plastic dolls and novelties in our 29-year-old history. Outstanding values—based on design, craftsmanship and the ability to produce quality at popular prices.

NOW—FOR THE FIRST TIME, THE NEW "NATIVITY SET"

This beautiful and exquisitely modeled set consists of 15 pieces of unbreakable, lightweight plastic and decorated in lifelike colors. Sold in sets or individual pieces.

ALL PLASTIC DOLLS

MINIATURE DOLLS	5 Inches to 12 Inches
SLIM DOLLS	12 Inches to 18 Inches
WALKING DOLLS	14 Inches to 18 Inches

MINIATURE DOLLS WITH AND WITHOUT WIGS, HAVE STATIONARY OR MOVABLE EYES AND HEADS AND MOVABLE ARMS AND LEGS.

SLIMS AND WALKING DOLLS HAVE MOVABLE HEADS, EYES, ARMS AND LEGS.

PLASTIC DOLL HEADS IN ALL SIZES

Note: We do not sell dressed dolls.

COMPOSITION NOVELTY CO.

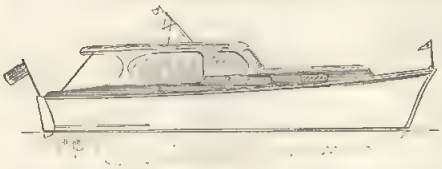
OFFICE, SHOWROOM & FACTORY:

476-498 JEFFERSON STREET BROOKLYN, 37, N. Y.

1885

BALTZER CRUISERS

1953



FOR 1953

new models in two sizes. Fast, stylish, comfortable and as sturdy as the northern white oak of which they are built.

THE VOYAGEUR 36' 10" O. A. 12' BEAM
Two cabin plans. Sleeps four or six. The sedan cabin is 10' 6" long. The windows are low to allow clear vision when sitting. This is the most comfortable and livable boat on the market today. All foam rubber upholstery, tiled toilet room. Every item of material the best. Can be had with either single or twin engines.

THE CAPE ISLAND 33' 1" O. A. 11' BEAM
The same model and construction as the Voyageur. The standard Sedan Cruiser has one standard cabin plan. Sleeps four with separate stateroom forward, wide berths. The sedan cabin is 10' long with low windows for clear vision. The Sport or Express Cruiser has a double stateroom and dinette, sleeps four. Available with either single or twin engines.

Both models are characterized by the superb craftsmanship and super specifications for which Baltzer has long been famous, including one piece white oak keels, naval bronze and Everdur fastenings and the safest and best electrical system ever devised for a boat. See them at the New York Show, space B-2.

WRITE FOR LITERATURE AND PRICES:

BALTZER SHIPYARDS, NEWBURYPORT, MASS.
Showroom and general sales office, 451 East Post Road
Mamaroneck, N. Y. George Shongut Phone Mamaroneck 9-1343

has the utmost confidence in her ability to take a beating. Though he has had her out in plenty of boisterous weather he says she has never taken solid water over the bow. Incidentally, Siesta is an Atkin design.

For unadulterated nerve, audacity—or whatever you want to call it—we'll have to hand the bouquet to Michael De Blicquy of Malton, Ontario, Canada, with flowers in profusion for Mrs. De Blicquy and their little white dog. Captain De Blicquy built himself a 30-foot scow houseboat, hung a 25 h.p. Johnson outboard motor over the stern and drove the contraption from Georgian Bay, on the east side of Lake Huron, to Florida. Betty K. zoomed into Daytona at about a 7-mile-per-hour clip, stayed a few days and then continued blithely southward. All aboard were healthy and happy. Well, there's an old saying that "where there's a will there's a way."

Among the distinguished visitors at Daytona recently were Captain and Mrs. Talbot Hamlin, aboard their 32-foot cruiser Aquarelle. Captain Hamlin is professor of architecture at Columbia University, and he and Mrs. Hamlin are co-authors of a delightful book entitled "We Took to Cruising."

Business at the Daytona Beach Boat Works is running 30 percent ahead of last year, which makes 1952 the busiest peacetime year in the company's history. Their basin is chock-a-block full of schooners, yawls, ketches and cruisers, many of them undergoing extensive overhauling.

More than 70 permanent employees were kept busy the entire summer, and at present the payroll contains more than 150 names. Probably the largest summer time jobs were the remodeling and reconditioning of two 85-foot crash boats from the Banana River base.

Commodore Castner Rolfe was host at an open house at Daytona's Halifax River Yacht Club December 7. More than 250 members and friends attended.

With a new group of city commissioners taking office, members of the Yacht Club hope to have their request granted for land on the municipal yacht basin causeway on which a beautiful new clubhouse will be built at a cost of more than $50,000. The ex-city commissioners passed the buck to the Planning Board, which turned thumbs down on the project.

Two large yachts are now at the Yacht Club dock and plan to remain through the winter. They are the 85-foot Brigadier, owned by Paul H. Gugger of New York, and the 68-foot Gladiar, owned by Fred Putnam of Boston, president of the Lowell Gas Company.

Two Difficult Cruises

Two Daytona Beach yachtsmen have just returned from two distinctly different voyages, both of which involved hazardous navigation. They are Captains Phil Hunn and Mark Rigg.

Captain Hunn, who lives aboard his cruiser Carol at Daytona's municipal yacht basin, with his wife and daughter, skippered the 46-foot Chris-Craft Marstell 2nd from Peoria, Ill., to Miami. The boat's owner, Mr. and Mrs. M. S. Jacques of Joliet, Ill., and some friends, were aboard.

The trip involved a river run of approximately 1,300 miles to New Orleans, and the journey was made especially difficult by the fact that the Mississippi River was reported to be ten feet lower than the lowest low water level in its history. Bottom elevations that ordinarily could be cruised over with 15 or 20 feet of water to spare, now stood out as islands with trees growing on them.

There are very few buoys in the river and the ones that are there are huge affairs as big as elephants, attached by long chains to heavy anchors, so that they remain in place during the great floods. Navigation is almost entirely from markers on shore. The U. S. Engineers get out, not charts, but maps in book form, which show all the land markers. Where the river is wide, or if the weather is misty, these shore markers are hard to locate, but they must be checked off one by one, for to head for a wrong marker would be disastrous.

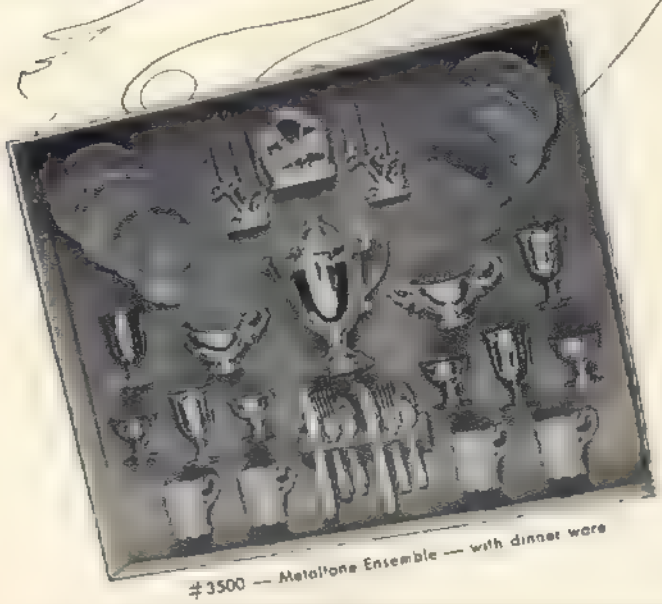
The section most dreaded by rivermen is north of St. Louis and is known as the Chain of Rocks. Marstell II had to run

WE'RE PROUD OF *Metaltone*

still the finest!

#1280
Tableware Set

#1235 — Heirloom Set



#3500 — Metaltone Ensemble — with dinner ware

Modest though we are . . . we can't restrain our pride in our own ingenuity. Our exclusive Metaltone process is proven superior.

Our new line reflects this superiority in the wonderful Metaltone lustre which imparts a new tempting brightness to Banner Products. Highly serviceable, Metaltone is a gleaming finish that stays on!

Our new Metaltone line will add brilliance to your counters and your sales figures!

You'll be interested in our:

#606 — Metaltone Fast Freight
#950 — Metaltone Choo-Choo-Rama
#635 — Metaltone Glitter Chest
#1285 — Metaltone Vanity Fair

Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

REPRESENTATIVES:

Mid-Atlantic and New England: Jerome Messinger, New York City, N. Y.
Midwest: James Cavanagh, Oak Park, Illinois
Southern: Brown-Eddy Incorporated, M & M Building, Memphis 3, Tenn.
Western: A. H. Greenburg, 1206 So. Maple Ave., Los Angeles 15, Calif.
Banner Export Company: Walter Kraemer, New York City, N. Y.
Dominion of Canada: Frank E. Lucas, Toronto, Ont.

COMMENDED BY THE PARENTS' MAGAZINE

BURROWES
POOL TABLES

Style No. 602 . . .
60x33x30 inches high

Lead the field...in Quality...in Dollar Value

For top quality, for the greatest dollar value, the Burrowes Pool Table line for 1953 continues to lead the field. This great, new line offers a range of toy, junior, and adult models that are profitable, quick-selling. Smart looking, they are loaded with sales-appeal, and their improved construction means satisfied customers. All models come completely equipped.

REPRESENTATIVES: J. H. Eyerly & Assoc., 1442 Merchandise Mart, Chicago, Ill.
Burgess Toy Sales, 70 Houston St., N. E., Atlanta, Georgia
Glenn White & Assoc., 1355 Market St., San Francisco, Cal.

NATIONALLY ADVERTISED

8 POPULAR SIZES

RETAIL $8.95-$245.00

COMMENDED BY PARENTS MAGAZINE

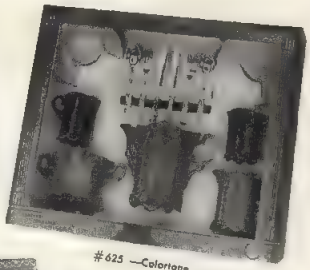
THE BEST PLAY IS ON BURROWES

Room 516, 200 Fifth Avenue

THE BURROWES CORPORATION, 200 FIFTH AVENUE, NEW YORK 10 • PORTLAND, MAINE

Tips for Tea time

#1800—Blue Willow



#625 —Colortone

#1203—Bannertone

#1209—Red Riding Hood

Whatever the size and whatever the purse our tip is that — **Tea time means Bannertime!** Packed in attractive, self-merchandising boxes at prices that guarantee sales!

Tip #1 . . . (625) Colortone Tea Set
13 pieces, California Colors
Tip #2 . . . (1203) Bannertone Tea Set
29 pieces, Two-Tone Design
Tip #3 . . . (1800) Blue Willow Tea Set
28 pieces
Tip #4 . . . (1209) Red Riding Hood Tea Set
19 pieces
and many others

Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

REPRESENTATIVES:
Mid-Atlantic and New England: Jerome Messinger, New York City, N. Y
Midwest: James Cavanagh, Oak Park, Illinois
Southern: Brown-Eddy Incorporated, M & M Building, Memphis 3, Tenn
Western: A. H. Greenburg, 1706 So. Maple Ave., Los Angeles 15, Calif.
Banner Export Company: Walter Kraemer, New York City, N. Y.
Dominion of Canada: Frank E. Lucas, Toronto, Ont

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

New Toys on Parade

Moppet Timepiece

As part of its promotion stressing the suitability of its shock-resistant, low-priced watch for children, LIBERTY WATCH CORP., 15 W. 36th St., New York City, is giving over 50 watches to the winners of *The Merry Mailman* contest, in cooperation with "The Merry Mailman" program, WOR radio and television (New York) children's show.

Arnold Cassin (standing), president of Liberty, beams his approval of the way Ray Heatherton, "The Merry Mailman," demonstrates, for one of the winners, how her watch works. Other winners look on.

Liberty watches are sold in jewelry, drug, hardware, sporting goods, confectionery and tobacco stores throughout the country. "The Merry Mailman" is aired daily on WOR, radio, N. Y.: 4:30-5:00 pm. and WOR-TV, N. Y.: 6:00-6:30 p.m.

Space Action Toys

Meeting the demand for space action toys, BEST PLASTICS CORP., 6014 11th Ave., Brooklyn 19, N. Y., is introducing two Space Ranger action toys.

The Fighting Space Rangers, No. 305, is a toy and game containing 4 space men, 1 rocket launcher held by a space man that shoots harmless pellets and 6 pellets all made of brilliant colored plastic. They are packed in a full color window box (pictured) 4½" x 15" x 1¾," 2 doz. to the 10 lb. carton. Space men come in assorted colors of red, green, yellow and blue.

The Rocket Gun Space Ranger, No. 301, is a toy that shoots harmless pellets. The Space man is 3" high, is of plastic, and is mounted on a fully colored lithographed card, 5" x 4" (pictured) with 6 pellets. They are packed 2 doz. to a box, 24 doz. to a 28 lb. shipping carton.

Space Helmet With Goggles

The latest sky-rocketing news is the Space Helmet with Goggles of BANNER PLASTICS CORP., 80 Beckwith Ave., Paterson, N. Y. It is made of moulded plastic with elastic chin and head straps. Radar antennas on goggles rotate to suit the super space cadet. The multi-colored display box in which the unit is sold has an interesting, authentic sky chart imprinted on its top. Each box contains a removable self-merchandiser . . . of helmet and goggles mounted on a cardboard face. It will retail for $1.59, slightly higher in the West, and is shipped in assorted colors.

New Toy Car

New toy car of VIBRO-ROLL PRODUCTS, INC., 1821 Penn Ave., Pittsburgh, Pa., is the up-to-the-minute design Road King hard-top convertible molded of tough Tenite plastic. The unit is operated by remote control from a hand battery case which has two push buttons. By working these buttons, the car can be made to speed ahead in a straight line or reverse to right or left.

Mother Rabbit and Her Babies

From JO ANN INDUSTRIES, 1220 Morse Ave., Chicago, come these new and delightful Easter bunnies. The set includes a large (19") rabbit in white terry cloth with pink felt ears and a pert pink cape. The smaller rabbits are 12" high in white, blue or yellow pastel terry cloth. Definitely quality in every detail, these soft, cuddly toys list at $3.95 retail for the large, $1.95 retail for the small rabbits.

See the *Snuffy Clown* elsewhere in this issue for another of Jo Ann's quality toys.

Best SELLERS Year-around

Barr

BALLOONS

EASY TO INFLATE

FLIPPER THE SEAL

PUFFY THE PIG

MAJOR MOUSE

TOMMY TOSS MOUSE

BOBO THE BEAR

PROFIT MAKER

"BIG TOP" DISPLAY CARD

A BIG HIT

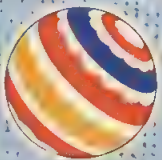
"CLOWN" DISPLAY CARD

GAS INFLATED BALLS

SPARKLING DESIGNS

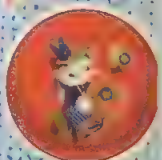
STAR

ALPHABET



PARASTRIPE

PICTURESQUE



FULL COLOR DECA

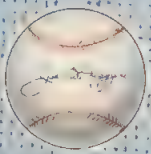
SPONGE BALLS

VOLUME SELLERS

WINDOW BOX

CELLO WRAPPED

GEORGE KELL



JOE DIMAGGIO

MICKEY MANTLE

MORE BARR CREATIONS ON NEXT PAGE

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE:
ROOM 509
200 FIFTH AVE. BLDG

Barr "CHAMPS"...NEW for '53

NEW

BALLOON COUNTER DISPLAY

NEW

METAL BAR RACK

NEW

SPONGE BALL DISPLAY

NEW

WINDOW BOX DISPLAY

NEW

PET TOY DISPLAY

NEW

JUNIOR SPORT KIT

NEW

ALL AMERICAN SPORT KIT

SEE OUR COMPLETE LINE OF CREATIONS AT THE TOY FAIR

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE:
ROOM 509
200 FIFTH AVE. BLDG.

Best SELLERS Year-around

Barr

BALLOONS

EASY TO INFLATE

FLIPPER THE SEAL

PUFFY THE PIG

MAJOR MOUSE

TOMMY TOSS MOUSE

BOBO THE BEAR

PROFIT MAKER

"BIG TOP" DISPLAY CARD

A BIG HIT

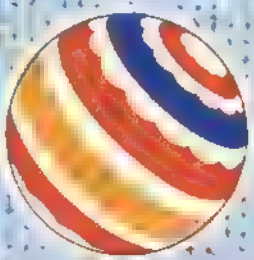
"CLOWN" DISPLAY CARD

GAS INFLATED BALLS

SPARKLING DESIGNS

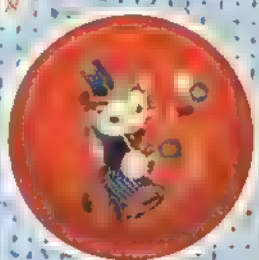
STAR

ALPHABET



PARASTRIPE

PICTURESQUE



FULL COLOR DECAL

SPONGE BALLS

VOLUME SELLERS

WINDOW BOX

CELLO WRAPPED

GEORGE KELL

JOE DiMAGGIO

MICKEY MANTLE

MORE BARR CREATIONS ON NEXT PAGE

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

NEW YORK OFFICE:
ROOM 509
200 FIFTH AVE. BLDG.

Barr "CHAMPS"...NEW For '53

NEW

BALLOON COUNTER DISPLAY

NEW

PET TOY DISPLAY

NEW

METAL BALL RACK

NEW

SPONGE BALL DISPLAY

NEW

WINDOW BOX DISPLAY

NEW

JUNIOR SPORT KIT

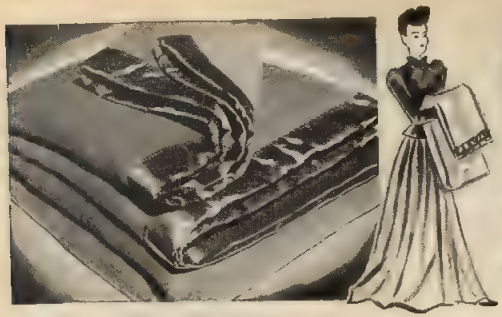
NEW

ALL AMERICAN SPORT KIT

SEE OUR COMPLETE LINE OF CREATIONS AT THE TOY FAIR

The BARR RUBBER PRODUCTS CO.
SANDUSKY, OHIO, U.S.A.

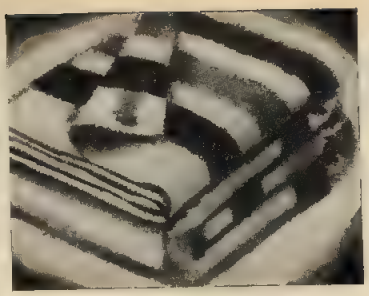
NEW YORK OFFICE:
ROOM 509
200 FIFTH AVE. BLDG.



BEACON KINGGLO BLANKET

Slumberest blankets have the beauty and fluffy, deep nap in blankets costing considerably more. Full 72 x 84 in. 6-in. matching, rayon satin ends, 25% wool, 50% rayon and 25% cotton Individually boxed. Colors: Gypsy red, goldenrod, forest green, and aqua blue.

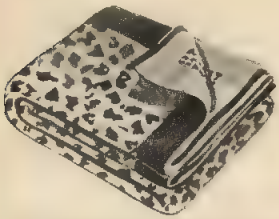
4655A685 . . . . . **Retail $8.95**



HUDSON'S BAY "POINT" BLANKET

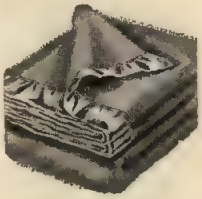
Here is the famous 4 "point" blanket with almost unbelievable durability. 100% all wool wove—cannot fray. Preshrunk and water resistant. Brilliant striped fast colors. Full 72 x 90 in. size. Deep luxurious furry nap. Will give years and years of service and will still look as new as ever. Individually boxed.

4624A2250 . . . . . **Retail $29.75**



BEACON LEOPARD—An accurately detailed leopard skin pattern blanket with hemmed ends. Full 54 x 72 in. size. Made of quality cotton. 3 in. brown border. Brown leopard spots on contrasting background.

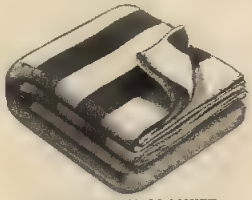
4622A350
4622BK340—30 or more } . . . . . **Retail $4.35**



ORR WOOL BLANKET

A luxurious all wool blanket with 6 in. satin binding. Size 72 x 90 in. Furnished in assorted colors—hunter's green, China red, blue or cedar

4645A1165 . . . . . **Retail $14.75**



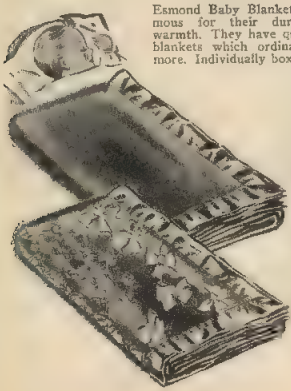
ORRLASKAN BLANKET

Bright bands of color sparkle against white or colored backgrounds. With their deep resilient nap, these 100% wool blankets look just as sturdy as they are. Ends blanket stitched. 72 x 90 in. 4½ in. bands. Assorted colors.

4620A1575 . . . . . **Retail $19.95**

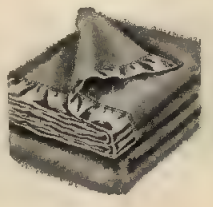
ESMOND CRIB BLANKETS

Esmond Baby Blankets have long been famous for their durability, comfort and warmth. They have quality and fluffiness of blankets which ordinarily cost considerably more. Individually boxed.



Solid Colors All cotton. Size 36 x 50 in Bound with 5 in. rayon satin. Furnished in assorted solid colors: pink, white, blue, yellow and green. Individually boxed.
4652A275 Rtl. $3.98

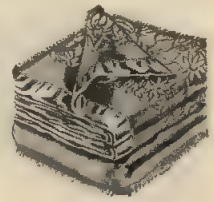
Woven Pattern Designs —36 x 50 in. size. Bound with 5 in. rayon satin in three jacquard patterns; blue, pink and tri-colored. All cotton. Individually boxed
4625A275 . Rtl. $3.98



BEACON WINDSOR BLANKET

Luxurious blankets in solid colors with 6 in. matching acetate satin binding. Soft and fluffy. Made of 10% wool, 65% rayon and 25% cotton. Size 72 x84 in. Available in 6 different colors.

4669A675 . . . . . **Retail $8.75**



BEACON MERLIN BLANKET

Available in beautiful patterned pastel shades. Made of 10% wool, 90% cotton. 3-inch acetate binding. Size 70 x 80 in. Individually bagged and packed 30 to a carton.

4613A430 } **Retail**
4613BK420—3 or more } **$5.30**

QUALITY *at* PROMOTIONAL *Prices!*

BELLE DOLLS

For 1953

FEATURING

WALKING DOLLS

ROOTED HAIR DOLLS

WARDROBE DOLLS

The Latest and Best In

SARAN WIGS

NEW LATEX BABIES

See Us At The Toy Fair

HOTEL NEW YORKER ROOM 1160

ANDY FLEISCHHACKER, *in Charge*

Also at our Permanent Display

ROOM 430—200 FIFTH AVE., N. Y. 10

BELLE DOLL & TOY CORP.

34 HUBERT ST. NEW YORK, N. Y.

BEN COOPER, INC.

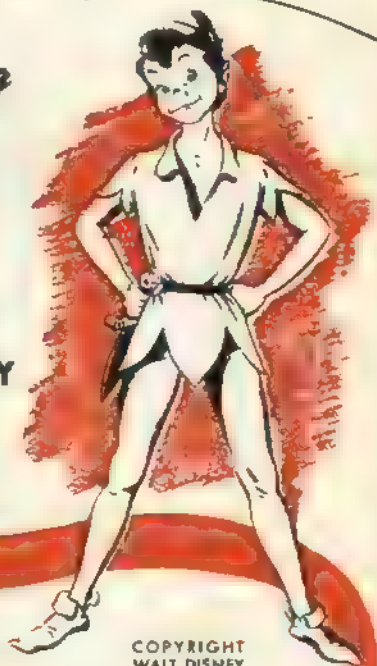
Spotlite

MASQUERADE COSTUMES

featuring

WALT DISNEY CHARACTERS

- PETER PAN
- CINDERELLA
- DONALD DUCK
- TINKER BELL
- MICKEY MOUSE
- ALL WALT DISNEY FAVORITES



COPYRIGHT WALT DISNEY

HALLOWEEN COSTUMES AND MASKS

a large variety of unusual costumes including

- SPACE BOY & GIRL
- MONSTER
- QUEEN
- TRICK OR TREAT
- HOBO THE CLOWN
- AND ALL THE TRADITIONAL CHARACTERS

SANTA CLAUS SUITS WITH MASKS
Personalized Autographed Christmas Stockings

TOY FAIR
Room 441-443
Hotel McAlpin

BEN COOPER, INC.

represented by

New York
SAM & HERBERT DRELICH
Room 325, 200—5th Ave.

Chicago
JACK SHAPIRO ASSOCIATES
Room 501, 208 N. Wells St.

San Francisco
HARLEY COOK
Merchandise Mart 1355 Market Street

Photo Courtesy Chris Craft Corp.

ILCO brand Philippine Mahogany makes fine boats

Why is it that owners and builders alike call Philippine Mahogany "the most beautiful, durable and economical wood" for pleasure craft?

The answer, we think, is here. Philippine Mahogany has great elasticity and strength, yet it is light in weight and is much less absorbent than other woods of equal strength. It is easily worked, and it takes a fine finish. Whether you use it for planking, decking or trim, no other wood will do as good a job so economically. This beautiful hardwood is, in short, seaworthy.

We would like to suggest that of all Philippine Mahoganies, ILCO brand is the choicest. Specially selected and cut from one of the finest stands in the Philippines, ILCO is scientifically kiln dried before it leaves the Islands. No other hardwood comes in such wide widths and long lengths for economical cutting. No wonder ILCO Brand Philippine Mahogany is specified and used by leading boatbuilders the country over.

We will gladly submit estimates on orders of any size. Write 157-75 Varick Avenue, Brooklyn, N.Y., or telephone Hyacinth 7-5170-1.

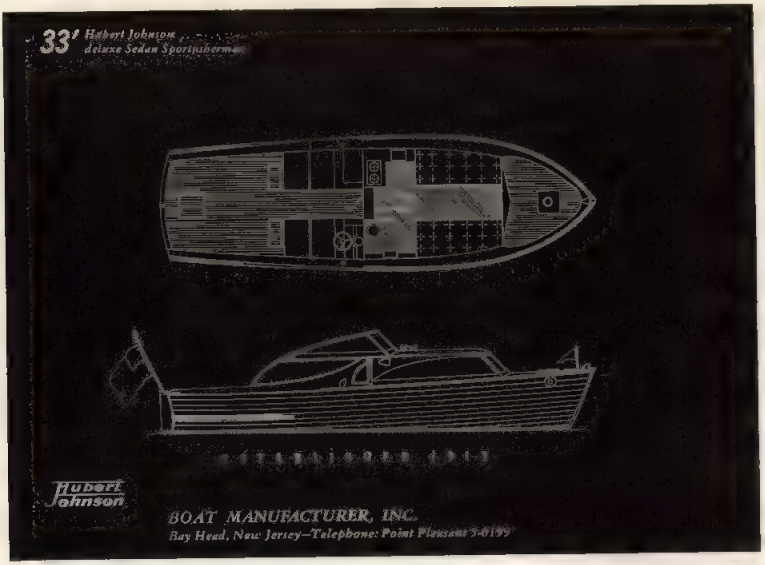
BLACK & YATES, Inc.

Largest Importers of Philippine Mahogany for the Boat Trade

ILCO BRAND PHILIPPINE MAHOGANY IS PRODUCED BY

INSULAR LUMBER COMPANY

PHILADELPHIA 2, PA.



★ ★ WITH THE WINDJAMMERS ★ ★

The Governing Committee of the International Star Class has recently announced that the 1953 Star Class World's Championships will be sailed on the Bay of Naples in Italy Agostino Straulino, the Italian World Champion from Taranto won the privilege of naming the site of the next championships by his victory in Portugal. Both the European and World's Championships will be decided on the Bay of Naples. Excellent sailing conditions and first class shore facilities are available and the tentative dates, which will undoubtedly be confirmed are August 22 to 31 for the European and September 1 to 7 for the World's Championship.

Two so called "has been" Star sailors, Malin Burnham and Mort Carlisle, sailing Sapphire defeated 19 of the West Coast's best Stars in San Diego's Labor Day regatta. They took two first and a sixth to win over the second boat by two points. The fifth district team race was also held at San Diego with San Francisco first, Newport Harbor second, and San Diego Bay third.

The Southern Long Island Sound Fleet's autumn series was won this year by Andrew Lawrence with Sonata. W. Lierheimer with Idol was second

Star skippers are invited to take part in an open regatta on January 10 and 11. The Miami Sunshine Regatta will cater to ten participating classes. Racing will be on Biscayne Bay

The El Toro class of small sailing prams recently had a championship regatta in Honolulu, Hawaii. Competing with the best of them was 13 year old Sharon Johnston, daughter of Forrest M. Johnston of Piedmont, California. Sharon has been sailing for several years and was Pacific Coast Champion of the Class by winning in a regatta at Seattle. The Hawaiian Invitational regatta was her furthest venture from home and she flew to Hawaii with her mother and little boat. She was royally received and entertained while on the island. She competed in 15 races and won 12 of them together with the world title. She received numerous trophies for her achievements, among them, four award bowls, a Packard-Bell television set, the J. R. Wing international placque and a Chris-Craft runabout.

Sharon is hopeful of arousing more interest in sailing among the juniors to permit forming several sailing groups.

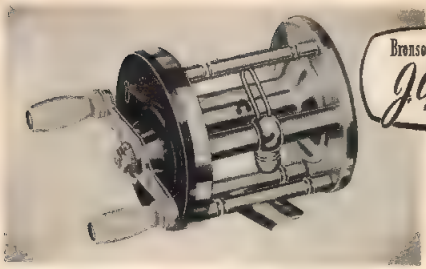
The Columbia Yacht Club's Penguin fleet, Chicago, is in the midst of its winter series at this time. Marty Nilsen is in first place with Bob Pegel right behind him. A newcomer to the Penguin fleet is Fran Byrne, currently in third place. The Penguin championships are scheduled to be held at the Columbia Yacht Club and the place is humming with plans for the big event.

Many Annual Meetings

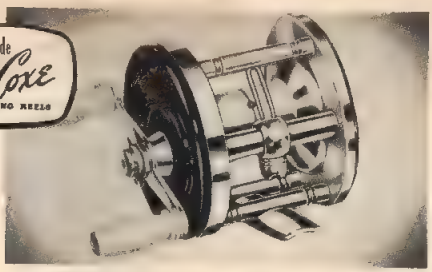
Annual meetings are the order of the day in most of the Class associations. The meeting of the International 210 Class was held at the Boston Yacht Club, in December.

The Comet Class sailors will meet on January 16 with a novel location in the Empire State Club on top of the Empire State Building. Topics for discussion will include plans for racing in the Florida circuit in February and March with the Mid-Winter Championships at Miami on February 28 and March 1. A new trophy is being posted by the class for a Territorial High Average at the National regattas. The trophy will go to the top skipper of the winning team.

The Essex Yacht Club at Essex, Conn., held its annual meeting during December and elected F. Kelso Davis as commodore. Plans are being studied as to the advisability



Brenson made J. A. Coxe FISHING REELS



J. A. COXE "25-C" CORONET FREE SPOOL REEL

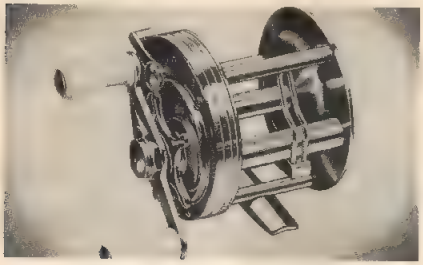
Lighter, smoother, quieter—the finest casting reel money can buy—the only one with automatic free spool. Its exclusive new Coxe 1-pc. spool trims its weight to 4¾ ozs. and cuts backlash. Its cross-bolt design stationary spool axle gives 10 second, no tool take-down and perfect spool alignment for years of extra wear. Has aluminum head and tail, rings and crankplate, phosphor bronze bushings and quadruple multiplying gears. Complete with top grain cowhide case. Capacity: 100 yds. 15-lb. test line

32R4070-1980.....Retail $33.00

J. A. COXE "25-N" CORONET FREE SPOOL REEL

A narrow spool version of the Coxe 25-C Coronet at left, this free-spooling model is especially designed for extremely light lures and tournament casting. Only 4½ ozs. in weight, it has aluminum head and tail rings and crankplate and is fitted with a balsa arbor. It features the celebrated Coxe cross-bolt design stationary spool axle for extra wear through perfect spool alignment and 10 second, no-tool take-down. Has phosphor bronze bearings and bushings Capacity 50 yards 10-lb. test line Complete with top grain cowhide case

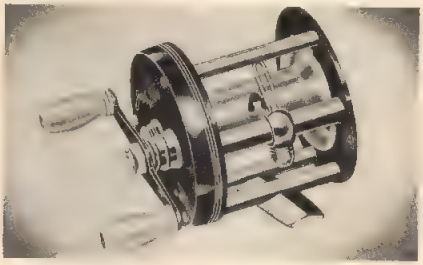
32R4031-1980.....Retail $33.00



J. A. COXE "65-C" DO-ALL TROLLING REEL

This handsome all-purpose reel was especially designed for salt water, river or lake trolling. It features Coxe's extra-smooth star drag and a new reinforced metal spool. Its non-reversing handles can be instantly released for free-spool casting by a throw-off lever on the head cap. It gives instant take-down by simply removing 3 special screws on its head cap. Heavy chrome plated finish throughout to withstand salt water. Line capacity is 150 yds. 20-lb. test line. Reel weight is 9 ounces.

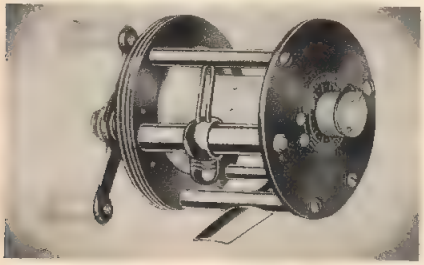
32R4037-837.....Retail $13.95



J. A. COXE "30-C" BAIT CASTING REEL

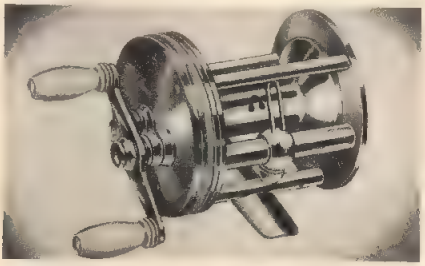
Another model for the light tackle fan, this reel is fast-running as well as lightweight. It features the exclusive new Coxe one-piece aluminum spool with Coxe's cross-bolt stationary axle construction giving 10 second, no-tool take-down and effortless distance casting with amazing backlash protection. It's equipped with phosphor bronze bearings, quadruple multiplying gears and adjustable drag. Color-designed in brilliant maroon anodized aluminum. Line capacity: 100 yds. Reel weight: 5¾ ounces.

32R4036-750.....Retail $12.50



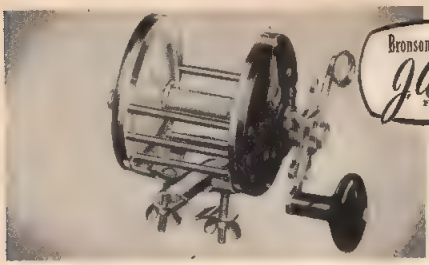
J. A. COXE "95-C" BAIT CASTING REEL

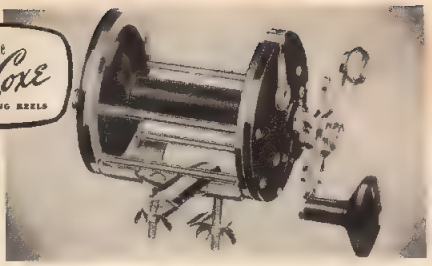
A top reel value, this model features exceptional light weight with unsurpassed smooth, noiseless action and non-blacklash performance—yet inexpensive enough for any angler. Designed for distance casters, it actually weighs slightly less than 4½ ozs. In brilliant blue-green anodized finish with contrasting bearings on the tail plate for quick adjustment for various weight lures, plus quadruple multiplying gears and a convenient snap-on



J. A. COXE "60-C" BAIT CASTING REEL

Unequalled for top performance at low cost, this reel was developed to answer demand for a lower-priced reel with many of the exclusive Coxe features. It's equipped with the new Coxe one-piece reel for smooth action, long wear and 10 second, no-tool take-down and cross-bolt stationary axle construction for perfect spool alignment resulting in extra long reel life. Has adjustable drag, phosphor bronze bearings and quadruple mul-



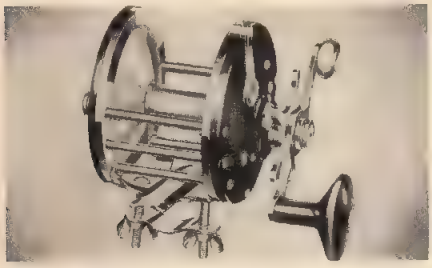


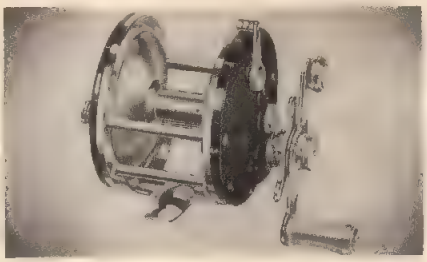
J. A. COXE "950" SALT WATER TROLLING REEL

A rugged salt water trolling reel built for such big game fish as sailfish and marlin. It features the Coxe star drag, smoothest and most powerful of its kind; and the exclusive Coxe Auto-Mesh to allow free spool action with gears always in mesh and 1 piece gear assembly removal for cleaning and oiling. Equipped with chrome-plated brass frame, screw-locking rod clamp and a reinforced spool. All working parts oiled through 5 outside oil ports. 2½ to 1 gear ratio. Line capacity: 500 yds. Wt 27 ozs.
32R4038-837 ..... Retail $13.95

J. A. COXE "325-L" SURF AND BAIT CASTING REEL

A husky lightweight reel built for light tackle surf and live bait casting. This model features the Coxe Auto-Mesh for keeping gears in mesh and easily (1-pc.) removable; free spool action, and the smooth, powerful Coxe star drag. Equipped with a lightweight bakelite spool and bakelite sideplates reinforced with single-band brass rings with heavy, polished chrome plate Gear ratio. 3 to 1. Complete with wingnut rod clamps for rigid hold down. Line capacity: 500 yards. Reel weight is 18 ounces.
32R4187-597 ..... Retail $9.95





J. A. COXE "625" SALT WATER TROLLING REEL

A fine reel designed for boat, pier and barge fishing or light tackle trolling. It features a reinforced spool and five-point lubrication without disassembly—all working parts, including its powerful, smooth star drag, can be reached through outside oil ports. Equipped with a heavy chrome-plated brass frame and reinforced black bakelite sideplates, free spool action; and Coxe's exclusive Auto-Mesh. 2½ to 1 gear ratio. Complete with wingnut screw-locking rod clamp. 250 yds. line capacity. 24 ozs
32R4071-537 ..... Retail $8.95

J. A. COXE "1215" SURF AND BAIT CASTING REEL

A versatile reel designed especially for live bait casting and light tackle surf fishing, this model features a late Coxe development—a rod clip enabling its use on either fresh or salt water rods. It's equipped with Coxe's exclusive Auto-Mesh and star drag for smooth, powerful action and positive anti-backlash control plus easy, fast take-down; and free spool action. Has reinforced molded black bakelite sideplates with a new, reinforced metal spool. Line capacity, 150 yards. Weight 15 ozs.
32R4003-510 ..... Retail $8.50

Bronson
FISHING REELS

BRONSON "380" MULTI-ROYAL FLY REEL

An entirely new multiple-action lightweight fly reel, this is the only fly reel made with a 2½ to 1 gear ratio for a fast retrieve. Constructed of light, durable aluminum alloy in a rich maroon finish, it has chrome-plated pillars and line guide and a smooth-turning bronze spool shaft. Equipped with an adjustable click-type drag and a single eccentric handle, it is easily reversible for left-hand use. Spool diameter 2 13/16", pillars 13/16" long.

BRONSON "370" ROYALIST SINGLE-ACTION FLY REEL

A new single-action fly reel featuring extreme light weight to please the most discriminating angler. Made of maroon anodized aluminum with a velvet-smooth bronze spool shaft and bearing, a perforated spool to banish weight and quick-dry line, an adjustable click-type drag and a single eccentric handle. Easily reversible for "southpaw" fishermen. Spool dia. 2 13/16", pillars ⅝" long. Holds 40 yds. D level line or 30 yds. HCH double taper

SEE US AT THE TOY FAIR
ROOM 1021
HOTEL NEW YORKER
• MAX HORWITZ • "BUD" JOHNSON
• H. T. WEINSHANK • SAM HOFMAN

the official
BUCK ROGERS
SONIC RAY
25th CENTURY SIGNAL AND FLASHLIGHT

$2.00
LIST PRICE INCLUDING BATTERIES

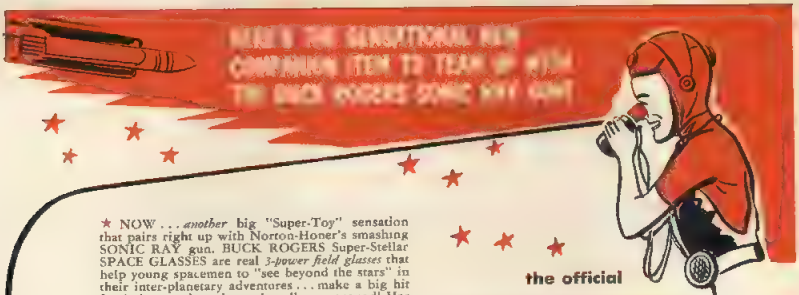
SELECTED BY JOAN BECK OF THE CHICAGO TRIBUNE AS ONE OF 1952's MOST POPULAR SUPERSONIC TOYS

Here it is! The big, smash-selling super-toy of the Atomic Age that shoots a powerful ray of light ... delivers mystifying high-frequency warning BZ-Z-Z that can be felt as well as heard ... comes complete with Morse International Code and Buck Rogers Interplanetary Code for secret signaling! Sturdy plastic construction in multicolor combinations for instant eye-appeal; powered by ordinary flashlight batteries, packaged in brilliant 3-color die-cut display carton with Buck Rogers cut-outs. Plan your promotion *now* on this year-round toy for boys and girls . . . *an unequalled value for quality, performance, appearance*. Please order at once for definite delivery schedule . . .

NEW DIE-CUT COUNTER DISPLAY BOX

NOW! AVAILABLE IN NEW MULTICOLOR COMBINATIONS

A PRODUCT OF NORTON-HONER MANUFACTURING CO., CHICAGO, ILL.
SOLE DISTRIBUTORS: AMERICAN MERCHANDISE DISTRIBUTORS, 173 W. MADISON STREET, CHICAGO 2, ILLINOIS
NEW YORK OFFICE AND SALESROOM: C. R. JOHNSON, JR., ROOM 1130, 200 FIFTH AVE., NEW YORK 10 (TEL. ORegon 5-9110)



★ NOW . . . *another* big "Super-Toy" sensation that pairs right up with Norton-Honer's smashing SONIC RAY gun. BUCK ROGERS Super-Stellar SPACE GLASSES are real *3-power field glasses* that help young spacemen to "see beyond the stars" in their inter-planetary adventures . . . make a big hit for indoor and outdoor play all year around! Has HIGH QUALITY LENSES for clear vision . . . HINGED BRIDGE to adjust to various pupillary distances . . . "TRIPLE-GEARED BINOPTICAN RANGE FINDER" for true focus adjustment. Rugged all-plastic construction for durability . . . dramatic "atom age" styling in multi-color combinations . . . individually packaged in blazing 3-color die-cut display carton. *What a toy* (for kids and grown-ups, too) . . . *what a super-seller* . . . *what an outstanding big-quality value at so low a price!* Be sure to order at the Toy Fair for definite delivery schedule . . . . . .

the official

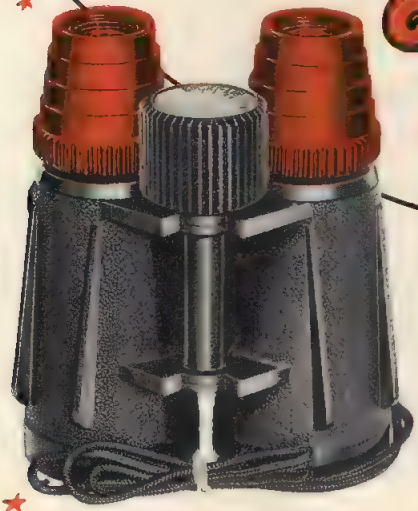
BUCK ROGERS

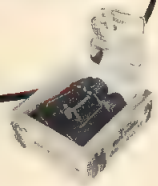
Super-Stellar

SPACE GLASSES

$2.00

INDIVIDUALLY PACKAGED IN 3-COLOR DIE-CUT COUNTER DISPLAY BOX!





★ A Year-'Round Seller for Boys and Girls . . .

★ Ideal for Sports Events and Outdoor Use . . .

★ The Only Field Glasses In This Price Range with Hinged Bridge Feature

DON'T MISS THIS
FIRST BIG SHOWING
AT THE TOY FAIR
HOTEL NEW YORKER
★ROOM 1921

A PRODUCT OF NORTON-HONER MANUFACTURING CO., CHICAGO, ILL.
SOLE DISTRIBUTORS: AMERICAN MERCHANDISE DISTRIBUTORS, 173 W. MADISON STREET, CHICAGO 2, ILLINOIS
NEW YORK OFFICE AND SALESROOM: C. R. JOHNSON, JR., ROOM 1130, 200 FIFTH AVE., NEW YORK 10 (TEL. ORegon 5-9118)

KID Quatics SWIM AIDS

TRIED, APPROVED and RECOMMENDED by Buster Crabbe

FORMER HOLDER OF 16 WORLD'S RECORDS and 35 NATIONAL CHAMPIONSHIPS

COMPLETE LINE of OFFICIAL FLEXIBLE – PLASTIC SWIM AIDS and SWIM AID SETS

with TINTED FILTER SAF-T-LENSES

KID-Quatics Sr. SWIM FEET

Jr. 6 to Adult Size 9. Packed 2 Doz. to Shipping Carton. Weight 35 lbs.

Retail Price **$3.98** pr.

Stock No. SF-401

KID-Quatics Sr. Triangular SWIM MASK

PROFESSIONAL TYPE
Shatter-proof plastic tinted SAF-T-LENS Vacuum Lip. Adjustable Strap. Packed 4 Doz. to Shipping Carton. Wgt. 24 lbs.

Stock No. TSM-130

Retail Price **$1.29**

KID-Quatics Sr. SWIM GOGGLES

EYE PROTECTING
Shatter-proof plastic tinted SAF-T-LENS Vacuum Lip Adjustable Strap. Packed 6 Doz. to Shipping Carton. Wgt. 28 lbs.

Stock No. SG-101

Retail Price **98¢**

Available in 2 Brilliant Colors Tropical, Sea Green INDIVIDUALLY BOXED

KID-Quatics Jr. SWIM FEET

Jr. 3 to Adult Size 6. Packed 2 Doz. to Shipping Carton. Weight 27 lbs.

Retail Price **$2.98** pr.

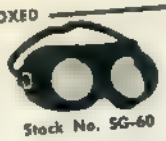
Stock No. SF-300

KID-Quatics Sr. SWIM MASK

CONTOUR FITTED
Shatter-proof plastic tinted SAF-T-LENS Vacuum Lip. Adjustable Strap. Packed 4 Doz. to Shipping Carton. Wgt. 24 lbs.

Stock No. SM-100

Retail Price **98¢**



KID-Quatics Jr. SWIM GOGGLES

Same fine construction as the KID-Quatics Sr. Swim Goggles but designed to fit the youngster up to the age of eight

Stock No. SG-60

Packed 6 Doz. to Shipping Carton. Wgt. 28 lbs.

Retail Price **59¢**

KID-Quatics Sr. SNORKEL

Has positive water shut-off Flexible, Full Length, Sink-Proof Packed 1 Doz. to Shipping Carton Wgt 15 lbs.

Stock No. SNL-301

Retail Price **$2.98**

STOCK KID-Quatics SETS for MULTIPLE PROFITS!

KID-Quatics Sr. SWIM FEET and GOGGLE Set
Stock #FG-500 Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight, 22 lbs.
Retail Price **$4.98** set

KID-Quatics Jr. SWIM FEET and GOGGLE Set
Stock #FGJ-360
Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight 19 lbs.
Retail Price **$3.59** set

Each set packed in KEW Valise-Type Carry-All Corrugated Container with Waterproof Bag for Wet Bathing Suit

KID-Quatics Sr SWIM FEET and Tri-Mask Set
Stock #FM-600 Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight, 22 lbs.
Retail Price **$5.25** set

KID-Quatics Sr. SWIM FEET and Round MASK Set
Stock #FM-500
Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight, 22 lbs.
Retail Price **$4.98** set

KID-Quatics Sr. SWIM FEET, Tri-MASK and SNORKEL Set
Stock #FTS-700
Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight, 30 lbs.
Retail Price **$7.98** set

KID-Quatics Sr. SWIM FEET, Round MASK and SNORKEL Set
Stock #FMS-650
Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight 30 lbs.
Retail Price **$7.59** set

ARLISS Company Inc.

PREMIER PLASTICS DIVISION

Arliss Swim Aids are Guaranteed for One Year against material or manufacturing defects, when subjected to normal use and wear.

[illegible] BEDFORD AVENUE, BROOKLYN 6, N. Y.

Showroom, Room 251, 200 Fifth Ave., N. Y. C.

KID Quatics SWIM AIDS

TRIED, APPROVED and RECOMMENDED by Buster Crabbe

FORMER HOLDER OF 16 WORLD'S RECORDS and 35 NATIONAL CHAMPIONSHIPS

COMPLETE LINE of OFFICIAL FLEXIBLE – PLASTIC SWIM AIDS and SWIM AID SETS

with TINTED FILTER SAF-T-LENSES

KID-Quatics Sr. SWIM FEET

Jr. 6 to Adult Size 9
Packed 2 Doz. to Shipping Carton
Weight 35 lbs.

Retail Price **$3.98** pr.

Stock No. SF-401

KID-Quatics Sr. Triangular SWIM MASK

PROFESSIONAL TYPE
Shatter-proof plastic tinted SAF-T-LENS. Vacuum Up. Adjustable Strap.
Packed 4 Doz. to Shipping Carton. Wgt. 24 lbs.

Stock No. TSM-130

Retail Price **$1.29**

KID-Quatics Sr. SWIM GOGGLES

EYE PROTECTING
Shatter-proof plastic tinted SAF-T LENS. Vacuum Up. Adjustable Strap
Packed 6 Doz. to Shipping Carton. Wgt. 28 lbs.

Stock No. SG-101

Retail Price **98¢**

Available in 2 Brilliant Colors: Tropical, Sea Green. INDIVIDUALLY BOXED

KID-Quatics Jr. SWIM FEET

Jr. 3 to Adult Size 6.
Packed 2 Doz. to Shipping Carton
Weight 27 lbs.

Retail Price **$2.98** pr.

Stock No. SF-300

KID-Quatics Sr. SWIM MASK

CONTOUR FITTED
Shatter-proof plastic tinted SAF-T LENS. Vacuum Up. Adjustable Strap
Packed 4 Doz. to Shipping Carton. Wgt. 24 lbs.

Stock No. SM-100

Retail Price **98¢**

KID-Quatics Jr. SWIM GOGGLES

Same fine construction as the KID-Quatics Sr. Swim Goggles but designed to fit the youngster up to the age of eight

Stock No. SG-60

Packed 6 Doz. to Shipping Carton. Wgt. 28 lbs.

Retail Price **59¢**

KID-Quatics Sr. SNORKEL

Has positive water shut-off. Flexible, Full Length, Sink-Proof Packed 1 Doz. to Shipping Carton. Wgt. 15 lbs

Stock No. SNL-301

Retail Price **$2.98**

STOCK KID-Quatics SETS for MULTIPLE PROFITS!

KID-Quatics Sr. SWIM FEET and GOGGLE Set
Stock #FG-500 Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight, 22 lbs.
Retail Price **$4.98** set

KID-Quatics Jr. SWIM FEET and GOGGLE Set
Stock #FGJ-360
Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight 19 lbs.
Retail Price **$3.59** set

Each set packed in NEW Valise-Type Carry All Corrugated Container with Waterproof Bag for Wet Bathing Suit

KID-Quatics Sr. SWIM FEET and Tri-Mask Set
Stock #FM-600 Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight 22 lbs.
Retail Price **$5.25** set

KID-Quatics Sr. SWIM FEET and Round MASK Set
Stock #FM-500
Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight, 22 lbs.
Retail Price **$4.98** set

KID-Quatics Sr. SWIM FEET, Tri-MASK and SNORKEL Set
Stock #FTS-700
Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight, 30 lbs.
Retail Price **$7.98** set

KID-Quatics Sr. SWIM FEET, Round MASK and SNORKEL
Stock #FMS-650
Individually Boxed
Packed 1 Doz. to Shipping Carton
Weight, 30 lbs.
Retail Price **$7.59** set

Arliss Swim Aids are Guaranteed for One Year against material or manufacturing defects, when subjected to normal use and wear

ARLISS Company, Inc.
PREMIER PLASTICS DIVISION
365-375 DeKALB AVENUE, BROOKLYN 5, N. Y.
Showroom: Room 361, 200 Fifth Ave., N. Y. C.

Wonderful News!

NANCY ANN *Storybook* DOLLS' NEW

MUFFIE
the "add-a-costume" doll

NANCY ANN
'Storybook Dolls'

- Commencement Series
- Religious Series
- Bridal Series
- Seasons Series
- Mother Goose Series
- Fairytale Series
- Fairyland Series
- Nursery Rhyme Series
- Dolls of the Day Series
- Dolls of the Month Series
- Operetta Series
- In Powder and Crinoline Series
- All Time Hit Parade Series

With 54 complete beautiful costumes designed just for her, Muffie is a real darling . . . an 8" unbreakable plastic doll with movable eyes, arms, legs, and Dynel hair that can be washed, combed, curled! Muffie will be the star performer of your department because she's an activity toy, too . . . that keeps a little girl happily at play for hours—dressing her in her various outfits. Thanks to the Add-A-Costume feature, Muffie will stimulate repeat sales for you. And because she's a **Nancy Ann** doll, you are assured of **dependable deliveries.** You can get Muffie undressed or dressed.

Get ready . . . get set . . . and go to town with your promotion of this exciting new **NANCY ANN Add-A-Costume Doll . . . Muffie!**

"You won't find Nancy Ann 'STORYBOOK' Dolls everywhere!"

NANCY ANN *Storybook* DOLLS, INC.

Manufacturers of the original 'Storybook Dolls'

1262 POST STREET, SAN FRANCISCO 9, CALIFORNIA

MANUFACTURER'S REPRESENTATIVES:

California: Ralph Heatherington, 712 South Olive Street, Los Angeles 14, California
East: Joseph J. Barnett, Inc., Room 559, 200 Fifth Avenue, New York 10, New York
West: Leo Scherrer Company, 2840 West 93rd Street, Seattle 7, Washington
Midwest: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Illinois
South: Melville Marx, Governor Clinton Hotel, New York 1, New York

1953 FAVORITE SELECTIONS

B LINE TOYS

ENGINEERED

Play-Value TOYS

No. 249 B-LINE RACER
8" x 3¾" x 3"

No. 119 HOT ROD
5" x 2⅛" x 2¼"

No. 125 FIRE TRUCK
6" x 2⅛" x 2⅝"

Processed Plastic Company builds toys that kids like and parents can afford to buy. They are carefully chosen to meet the general demand and are engineered for biggest play value. Each one is authentically styled and sturdily built. This line is just right for those who want to handle a selection of fine toys that are in demand the year around.

OTHERS IN THE LINE:

- No. 50 Kiddie Freezer
- No. 100 Plastic Dump Truck
- No. 129 Special Service Dump Truck
- No. 150 Load Lift Tractor
- No. 200 Dual-Wheeled Automatic Dump Truck
- No. 210 Truck Clam Shovel
- No. 300 Plastic and Metal Tow Truck
- No. 401 Armored Car

No. 250 LOAD LIFT DUMP TRUCK
13" x 4" x 4½"

No. 220 TELEPHONE LINE TRUCK
12⅜" x 3¾" x 3¾"

No. 1215 TRACTOR TRANSPORT SET
12¾" x 3½" x 2"

See the complete line displayed in Room 552, Hotel New Yorker.

PROCESSED PLASTIC CO.
AURORA, ILLINOIS

NORTHWESTERN PRODUCTS CO.

2655-2723 Spruce St. • St. Louis 3, Missouri

FOUNDED 1902

No. 452 ELECTRIC 5-IN-1

Colorful, electric POOSH-M-UP fascinating to both adults and juniors. Five translucent plastic domes light up. Operates on 2 ordinary flashlight battery cells. Glass covered; finely finished wood frame; folding legs.

A big game . . . 24" x 14" x 2". Plays Baseball, Bagatelle, Pennants, Twenty-one, Put-N-Take. Automatic feed and reload. One blue, one "gold" and nine "silver" balls.

$5.75 list

One to a carton; 6 to a shipper; wt. 45 lbs. f. o. b. St. Louis.

No 462. . 5-Game Electric Poosh-M-Up. Identical in size, and similar in features and construction to No 452. Glass-covered, battery operated; fully automatic; wood frame, 11 metal balls. $5.75 list.

AMERICA'S BIGGEST SELLERS!

POOSH-M-UPS

Glass-Covered . . . Fully Automatic . . . Full Size . . .

Completely Self-Contained Home Pin Ball Games

Northwestern and Only Northwestern Makes the Famous the Original . . . the Genuine **POOSH-M-UP** *Home Pin Games*

One to a carton 4 to a shipper, wt 45 lbs. f.o.b St Louis.

No. 460 ELECTRIC POOSH-M-UP "SUPER"

This big, beautiful, 4-game, POOSH-M-UP has made a terrific hit with adults as well as with younger people. A full 28 inches long, by 15 inches wide and 2 inches thick . . . it is large, but portable. Strongly built, fully automatic. 2 plungers, 9 electrically lit pockets. Operates on 2 flashlight battery cells. Select, finely finished wood frame; metal legs. 1 "gold", 1 blue, and 9 "silver" balls.

$8.95 list

No. 451 . . . BIG 5 POOSH-M-UP

The famous FIVE-IN-ONE . . . a big, handsome, glass-covered, completely self-contained, home pin game. Solidly constructed to last for years.

$3.75 list

One to a carton; 6 to a shipper; wt. 40 lbs. f. o. b. St. Louis

Plays 5 different games! Automatic feed and reload. Brightly colored playing field. Select, finely-finished wood frame; folding legs. One blue, one "gold" and nine "silver" balls. Large—24" x 14" x 1⅛". More than a million sold!

No. 461 . . . Poosh-M-Up's RODEO. Same size as No. 441, and similar in construction and features. Plays 4 games. Colorful Rodeo playing field. Makes a hit with children and grown-ups. Glass-covered; wood frame; folding legs. $2.50 list.

Prices slightly higher in West and South.

No. 441 POOSH-M-UP JR.

THE FOUR-IN-ONE

Sturdily built to last indefinitely. Automatic feed and reload. Finely finished wood frame. Folding legs. Glass-covered; completely self-contained. 10 steel balls. Plays 4 games. 18"x12"x1".

$2.50 list

One to a carton; 12 to shipper; wt. 45 lbs. f. o. b. St. Louis

World Premiere! Northwestern Proudly Presents

Its Sensational New 4-Game . . . No. 440

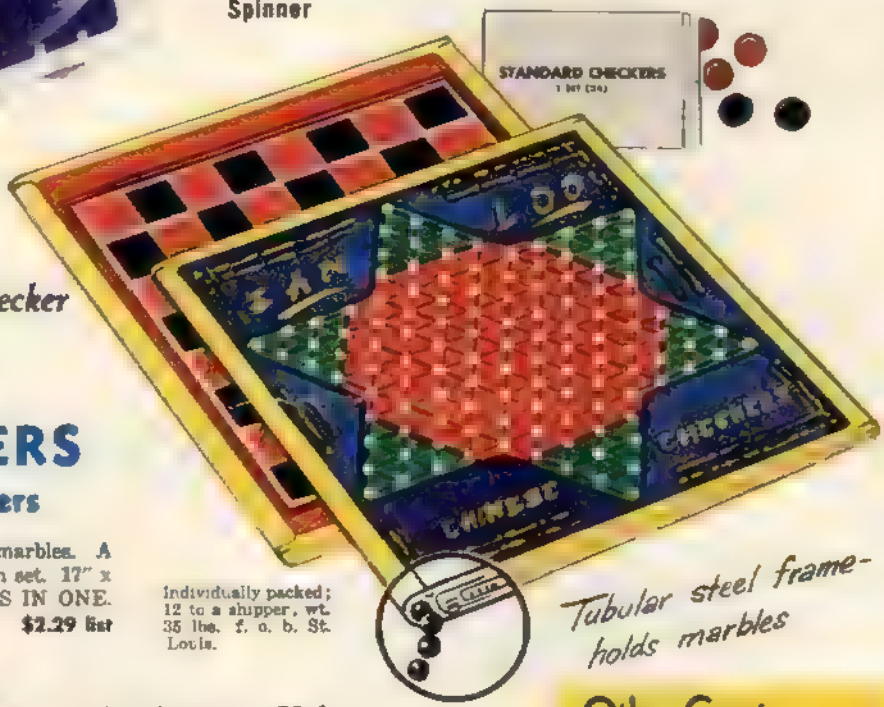
CLEAR PLASTIC POOSH-M-UP

One to display carton; 12 to a shipper; wt. 22 lbs.. f. o. b. St Louis

- The Most Beautiful Pin Ball Game Ever Made
- Heavy Transparent Plastic
- Big Size—16" x 9" x 1"
- Large Steel Balls
- Automatic Feed & Reload
- Rotating Shooter—Movable Spinner
- Fully Self-Contained
- Heavy Multi-Lithographed Steel Playing Field

A magnificent game, all plastic with metal playing field. Plays 4 games — Baseball, Twenty-One, Hi-Score, Put-N-Take.

$2.00 list.



Tubular steel frame—holds marbles

Individually packed; 12 to a shipper, wt. 35 lbs. f. o. b. St. Louis.

The Largest-Selling Chinese Checker Game in the World! No. 120C

METAL-FRAMED

CHINESE CHECKERS

Backed by Regular Checkers

Complete with 24 plastic "compo" checkers and 60 marbles. A large, beautiful, strongly built, full-color combination set. 17" x 18". Complete instructions. TWO GREAT GAMES IN ONE.

$2.29 list

One to a colorful, self-selling carton, 24 to shipper; wt. 30 lbs. f. o. b. St. Louis

The Greatest Value Ever Offered

The New No. 121

ALL-METAL CHINESE CHECKERS

A beautiful game — large — 14" x 14" x ¾"—practically indestructible, heavy-gauge steel Chinese Checker Game. Embossed playing surface; rolled edges. Complete with 40 marbles and instructions.

$1.00 LIST

Other Great Chinese Checkers Game Sets.

No. 120. Metal-framed set same as No. 120C, but without checkers. $1.98 list.

No. 119. Same as No. 120, with Ante-Up Rummy instead of Checkerboard. $1.98 list.

No. 104. Wood Framed Chinese Checkers backed by Regular Checkerboard. 16" x 18" playing panel. With 40 marbles and complete instructions. $1.39 list.

No. 104C. Same as No. 104, with 24 plastic checkers. $1.69 list.

No. 103. Same as No. 104, with Ante-Up Rummy instead of Checkerboard. $1.39 list.

BUDDY 'L'

America's Finest Playthings

Many Brand New

STEEL TOYS

Room 540

Sole Sales Representatives
HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

BUDDY "L" TOYS
200 FIFTH AVENUE ■ NEW YORK 10, N. Y.

in the June 22nd issue

Ricky Jr.

GETS A GREAT NEW START

IN LIFE

URGENT

400,000,000 people will have seen Ricky Jr. on the "I LOVE LUCY" television show every week for 7 weeks by the time this June ad appears in LIFE

ARE YOU READY?

with your Ricky Jr. dolls, displays, newspaper tie-ins. REMEMBER deliveries cannot be guaranteed unless your order is in the house NOW

Lucille Ball and Desi Arnaz with the Ricky Jr. baby doll

the baby all America loves... Ricky Jr. is wonderful. Ricky Jr. is famous! Ricky Jr. is the baby that stars on the I LOVE LUCY television show. Now your little girl can have Ricky Jr. for her very own. She can do all the wonderful things with Ricky Jr. that Lucy does. Ricky Jr. is LIFESIZE, 21 inches tall and drinks, wets, sleeps, cries, bathes, blows bubbles. Ricky Jr. is made of unbreakable vinyl plastic that feels as soft, milky, tender as his adorable namesake. 14.98

An American Character LIFESIZE doll

THE RICKY JR. DOLL FOR ENDLESS HOURS OF PLAY. The Ricky Jr. doll makes a wonderful playmate for your little girl. Ricky Jr. is a wonderful fun star the I LOVE LUCY television show and will be just as much fun in your home. 14.98

RICKY JR.'S PLAYTIME PRODUCES DOLL CARRIAGE. No prouder little girl ever walked Main Street than your little girl when she takes Ricky Jr. for an airing in his own Ricky Jr. carriage. 12.98

RICKY JR'S. THIMBLE DOLL BATH. There's a world of fun in keeping Ricky Jr. clean and bathing him just like Lucy does. It is a replica of Ricky Jr's. own bath on the "I LOVE LUCY" show. 11.98

EXTRA CLOTHES FOR RICKY JR. She'll love to dress up Ricky Jr. in his Sunday suit and play with the many accessories that go with it—booties, bubble pipe, wash cloth, soap, extra bottle. 3.98

WRITE FOR 32 PAGE, DOLL CATALOG. Fun and information galore. Send 10c in stamps or coin to cover postage and handling to American Character Doll Co., LI, 200 Fifth Ave., New York 10

AMERICAN CHARACTER DOLL CO., 200 FIFTH AVENUE, N. Y. 10

"CHUBBY TUBBY"
IRRESISTIBLE...adorable! No home complete
without Chubby. THOUSANDS clamoring
for him.... Now ready to ride from coast
to coast... bringing lovable little "CHUBS"
and "CHERUB CUBS" with him!
The RUSHTON COMPANY
and ATLANTA PLAYTHINGS Co.
578 BANKHEAD AVE., N.W.,
ATLANTA, GA.

GONG BELL TOYS

Since 1866, Gong Bell toys have entertained American girls and boys because they have every requisite of good toys. Each is carefully and skillfully created to provide hours of play appeal through realistic action, colorful design and musical chimes. Gong Bell toys are educational, safe, and are quality constructed to withstand the hard use of eager users.

350 PUSH CHIME
Popular priced. Shiny gongs ring as toddlers push it. Hardwood push handle.

351 DUCKY PUSH CHIME (Asst'd)
Colorful character rides gaily between brightly enameled steel wheels. Shiny gongs ring.

Sue says, "For little tots like me
A Plaphone's just the thing,
'Cause I can turn the dial myself
And hear my Plaphone ring."

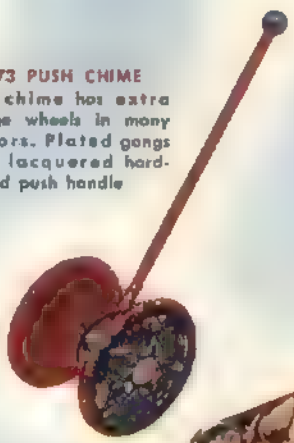
0685 VOICE PHONE
Realistic, with shiny bells — Revolve the dial — bells ring. Lift the receiver — voice sounds. Spring return dial

525 PUSH CHIME
Big enameled steel wheels. Bright plated gongs ring. Helps the youngsters to take their first steps

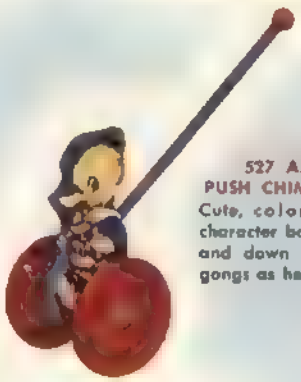
526 HOBBY PUSH CHIME
Lithographed pony's head with reins and shiny jingle bell Rolls along on strong wheels with merrily ringing gongs

0683 DIAL PLAPHONE
Brightly enameled all steel. Revolve dial and hear shiny bells ring — realistic spring return dial.

145 NOVELTY PUSH CHIME
Colored balls revolve Shiny gongs ring as chime rolls along Enameled steel wheels. A toy with lots of color and action.



73 PUSH CHIME
Big chime has extra large wheels in many colors. Plated gongs and lacquered hardwood push handle



527 ANIMAL PUSH CHIME (Asst'd)
Cute, colorful animal character bobs gaily up and down to music of gongs as he rolls along.

820 MOWER CHIME
Colored balls slide back and forth on silver "blades". Big wheels — shiny gongs. Plenty of color, action, sound.

36 HOBBY CHIME
Beautifully lithographed horse's head — reins — jingle bells . . . shiny ringing gongs. Strong steel wheels.

When shopping 'round for playthings
To please small girls and boys,
Be sure to ASK YOUR DEALER
To show you GONG BELL TOYS.

819 RAINBOW HOBBY CHIME
Delights any youngster — lithographed horse's head — reins — jingle bells. Colored balls revolve and plated gongs ring.

THE **GONG BELL** MFG. CO.

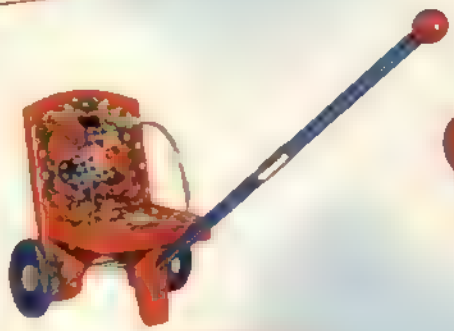
230 DUTCHIE DOG
Lovable Dutchie with floppy felt ears bobs up and down to music of ringing gongs. A favorite with all

238 PONY CHIME
Colorful — Pony pulls chime with plated gongs. Bright enameled wheels are made of heavy gauge steel.

231 NOAH'S ARK
Noah's Ark rides up and down over the waves. Different animals on each side in gay colors — gongs in all 4 wheels.

239 NURSERY CHIME
(Asst'd)
Gay Nursery character pulls big chime. Plated gongs ring merrily Bright enameled steel wheels.

860 CLOWN CHIME
Color! Sound! Action!
Gay circus clown turns cartwheels inside hoop. Gongs in all 4 wheels.



250 STROLLER CHIME
Holds doll or teddy bear. Colorful stroller has gongs in wheels. Plated arm rests. Favorite of boys and girls.

251 JINGLE STROLLER
Brilliantly lithographed. Holds large doll or stuffed animal. Enameled steel legs — gongs in all 4 steel wheels.

Junior loves his Rocking Horse
And speaks of it with pride—
"My rocking horse has bells", he says
"That jingle when I ride."

303 ROCKING HORSE
Always a favorite. Horse has handsome lithographed head—steel legs, extra long rockers for safety bell rings when it rocks.

300 PONY ROCKER
Ideal for small children. Colorful Pony's head. Bell rings when it rocks. Strong seat has smooth edges.

301 HORSE RIDER
Plated gongs in 4 steel wheels ring merrily as this sturdy steed rolls along. Colorful. Shiny jingle bells.

750 CARDED BELLS
758 CARDED BELLS
Used on costumes, gift packages, ski suits, skates, decorations.

305 BIG HORSE RIDER
This big, sturdily built horse rider provides hours of fun and healthful exercise for active youngsters. Enameled steel legs and braces — shiny gongs in all 4 wheels.

And here, to add to all the fun
That playtime hours can hold,
Are Rider Toys for tiny tots
Right up to six years old

THE **GONG BELL** MFG. CO.
East Hampton, Conn.

Sales Office: Suite 316–318 200 Fifth Ave., New York, N. Y.
Export Agents: Gutterman Co., Inc., 35 So. William St., N. Y. 4, N. Y.

The Real McCoy! The Original . . . the Authentic
EARLY AMERICAN TRANSPORTATION TOYS

Correctly Designed and Constructed of Metal and Plastic by

NORTHWESTERN

Individually packed in colorful, self-selling display carton. 12 to shipper; wt. 7 lbs. f. o. b. St. Louis

No. 612 Ranch Buggy. Colorfully lithographed steel horse, driver and hood. Very strong, hi-impact plastic body and wheels. Authentically scale-dimensioned and detailed. Large, play size—9½ x 4" x 4¼" **$1.29 list**

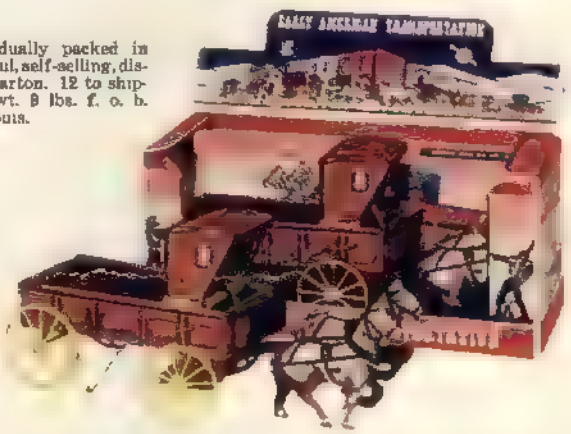
Individually packed in colorful, self-selling, display carton. 12 to shipper; wt. 10 lbs. f. o. b. St. Louis.

No. 610 Conestoga Wagon (Prairie Schooner). A beautiful and authentic replica of the romantic Covered Wagon. Real canvas cover. Sturdy steel undercarriage; lithographed steel body, horses and driver. Very strong, hi-impact plastic wheels. 12½"x4"x5" **$1.95 list**

Individually packed in colorful, self-selling, display carton. 12 to shipper; wt. 9 lbs. f. o. b. St. Louis.

No. 614 Stage Coach. A strikingly beautiful and accurate replica of the western Stage Coach. Brilliantly colored and strongly built, with steel body, undercarriage, horses and driver. Hi-impact plastic wheels. 11½" x 3¾" x 4½" **$1.69 list**

Individually packed in colorful, self-selling, display carton. 12 to shipper; wt. 8 lbs. f. o. b. St. Louis.



No. 616 Springfield Freighter. Very strongly built with steel undercarriage, colorfully lithographed steel body, horses and driver. Hi-impact plastic wheels. A full 10¼ inches long, 4 inches wide, 5 inches high **$1.69 list**

Packed 6 sets to a shipper weighing 15 lbs. f. o. b. St. Louis.

No. 618 Early American Transportation Set. The No. 610 Conestoga Wagon (Prairie Schooner), No. 614 Stage Coach, and No. 616 Springfield Freighter in a brilliant, 3-color, self-selling carton that doubles as a background. 24 full-color, action cut-out figures of Indians, Cowboys and Fighters add to play value. 13¼" x 15¼" x 4" over all **$5.00 list**

AUTHENTIC
LARGE . . . in color and detail.
play size - not miniatures.

BEAUTIFULLY MADE
Strongly built of steel and hi-impact plastic. Swivel axles for steering. Free gliding - will not damage floors. Safe - all metal edges folded; plastic is satin-smooth. Made right - the NORTHWESTERN way!

NORTHWESTERN PRODUCTS COMPANY » « 2655-2723 Spruce St. » « St. Louis 3, Missouri

NORTHWESTERN'S Build It Yourself EARLY AMERICAN TRANSPORTATION HOBBY KITS

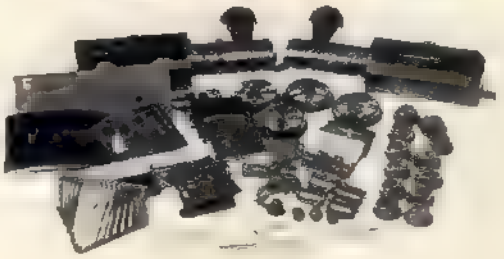
NOT ILLUSTRATED:

No. 613-K — 13 pc. RANCH BUGGY HOBBY KIT

Unassembled. Makes up into a No. 612 Ranch Buggy when put together. Plastic and metal. Complete. One to a box; 24 to shipper; wt. 8 lbs. f. o. b. St. Louis. 69c list.

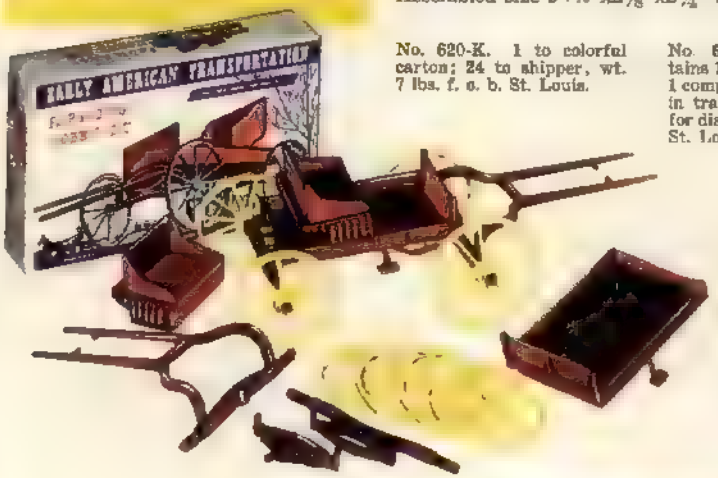
No. 620-K... The GENERAL
All-Plastic Hobby Kit

60-piece, assemble-it-yourself, play-size locomotive that when put together will actually run on a "O" gauge track. A handsome, accurately scaled, easy to assemble, authentic Civil War engine and tender Assembled size 9'/16"x2⅛"x2¾" over all. Complete **$1.29 list.**



No. 620-K. 1 to colorful carton; 24 to shipper, wt. 7 lbs. f. o. b. St. Louis.

No. 620-D. Shipper contains 12 No. 620-K kits plus 1 completely assembled unit in transparent plastic case for display; wt. 4 lbs. f. o. b. St. Louis.



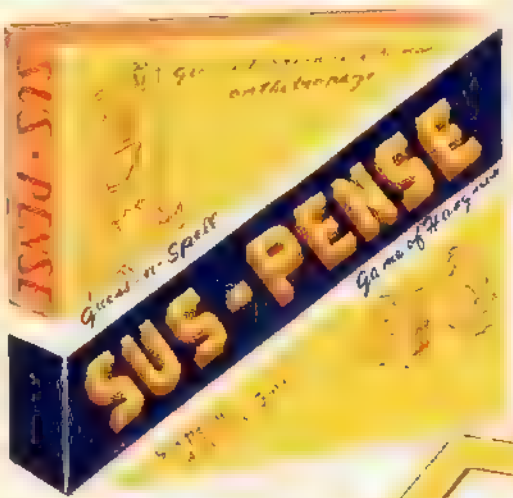
No. 611-K . . . All Plastic
FARM BUGGY HOBBY KIT

10-piece, all-plastic kit that is easily assembled into a play-size replica of a Farm Buggy that will actually run. Parts are of smooth, strong, hi-impact plastic. Complete and authentic. Assembled size 8½"x4"x3¼" over all. 1 set to carton; 24 to shipper; wt. 7 lbs. f. o. b. St. Louis . . . . . **49c list.**

Introducing SUS-PENSE... new version of a great game that will spread like wildfire!

EVERYBODY will soon be playing Northwestern's

SUS-PENSE



$1.00 LIST

No. 630

New Guess-N-Spell Game. To see it is to want to play it! It will keep you in SUS-PENSE!

(HANGMAN)

Guess a letter, and hang to man on the trapeze. SUS-PENSE is Northwestern's colorful new "Guess-N-Spell" game. SUS-PENSE is well made — strong base, metal trapeze, generous pad of paper, 11 all-plastic playing parts.

Easy to play and a lot of fun, SUS-PENSE is an all-family game, for two to a dozen players. Educational too . . . and a wonderful game for a party! Complete instructions. Priced right for everyone.

Beautifully packaged one to a colorful see-thru carton 24 to a shipper weighing 20 lbs. f. o. b. St. Louis.

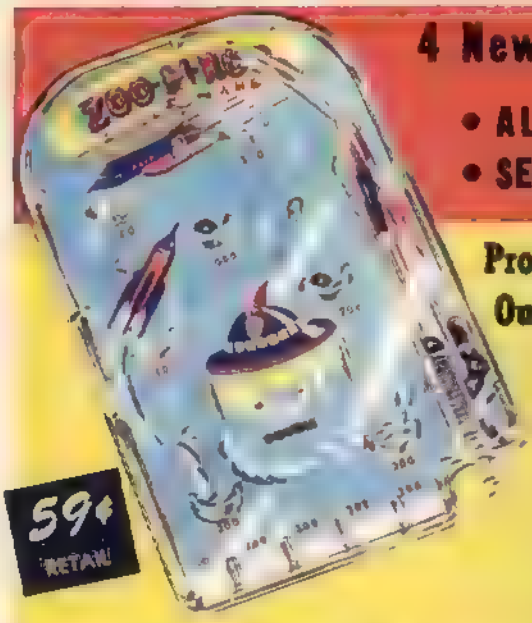
NORTHWESTERN PRODUCTS COMPANY » « 2655-2723 Spruce St. » « St. Louis 3, Missouri

4 New, Self-Selling, Impulse-Purchase Games!

- ALL PLASTIC
- SELF-CONTAINED

59¢ RETAIL 50¢ BACK

- ALL POCKET SIZE



59¢ RETAIL

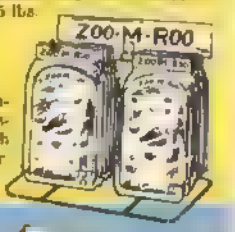
Proved Success!
Our Famous Poosh-M-Up

ZOO-M-ROO

ZOO-M-ROO is a colorful, new, all-plastic pin-ball game that is fascinating to both young and old. Automatic feed and reload. Completely self-contained—no chance to lose parts. 7 steel balls. Crystal-clear plastic frame and parts. Pocket size—5" x 7½". Already a tremendous seller!

No. 403. ZOO-M ROO individually packed in colorful cut-out display box. 24 to shipper, wt. 5 lbs.

No. 403-B. ZOO-M-ROO individually packed in transparent plastic bag. 24 to shipper, wt. 5 lbs.



No. 403-R. Metal counter display rack and display card included with 24 403-B's in shipper. Wt. 6 lbs.

59¢ RETAIL

Fascinating...Relaxing...Different!
3-Game Pocket Combination

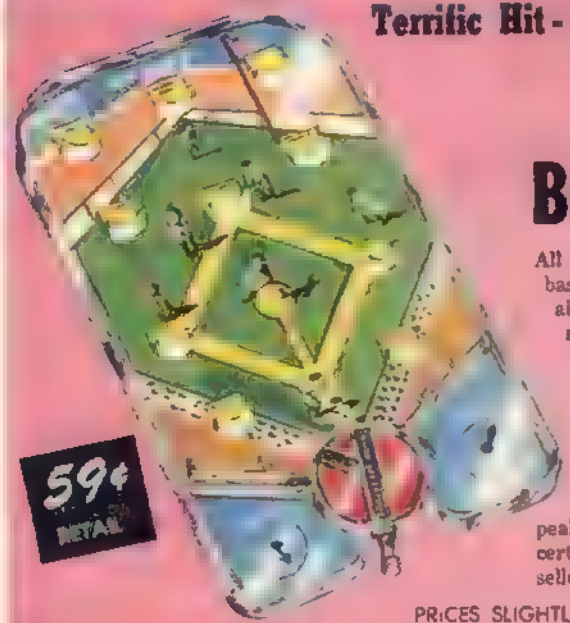
"TIPT"

An original . . . appealing . . . uncomplicated new game for one or more players. Fascinating to both children and adults. Plays 3 games — ROTATION, TRAIL, TABLE GOLF. TIPT is all plastic with a large steel ball. Pocket size—5¾" x 5¾" x 1".

No. 413. TIPT individually packed in colorful cut-out display box. 24 to shipper; wt. 5 lbs.

No. 413-B. TIPT individually packed in transparent plastic bags. 24 to shipper; wt. 5 lbs.

No. 413-R. 24 403-B's plus metal counter display rack and display card. Wt. 6 lbs.



59¢ RETAIL

Terrific Hit - Pocket-Size Baseball!

New, Swivel-Shooter
All-Plastic Poosh-M-Up
With Scoring Markers

BAT-M-UP JR.

All the excitement and fun of playing baseball! Swivel-shooter that you can aim. Dial indicators keep track of runs and outs. Automatic feed and reload. Completely self-contained—no chance to lose parts. 7 steel balls. Telescopic disappearing leg. Crystal-clear plastic frame and parts. Lithographed playing field. Pocket size—5" x 8½". A new game — so appealing in design and so well made, it's certain to be one of 1953's phenomenal sellers.

No. 415-B. BAT-M-UP JR individually packed in transparent plastic bags. 24 to shipper weighing 6 lbs. f. o. b. St. Louis.

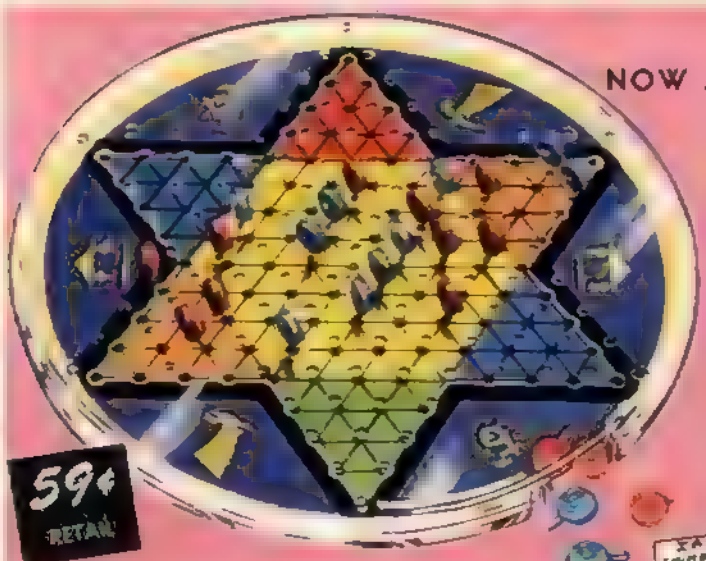
No. 415-R. 24 games individually packed in transparent plastic bags plus metal counter display rack and display card. Wt. 7 lbs. f. o. b. St. Louis.

PRICES SLIGHTLY HIGHER IN WEST AND SOUTH

Originated and Manufactured by

NORTHWESTERN PRODUCTS COMPANY

St. Louis 3, Mo., U. S. A.
founded 1902



NOW . . . # POCKET SIZE

SAN LOO CHINESE CHECKERS

- A Magnificent ALL PLASTIC Game
- Complete and SELF CONTAINED

59¢ RETAIL

One of the most popular games of all times . . . in a beautiful, sparkling, all transparent plastic version. Game itself holds the 20 all plastic playing pieces: convenient plastic sliding closure assures easy access, secure storage. Pocket size—circular in shape, 7¼" in diameter, ¾" thick. A magnificent addition to Northwestern's SAN-LOO line. We predict a sell-out wherever displayed!

417-B. Pocket SAN LOO individually packed in transparent plastic bags. 24 to shipper, wt. 6 lbs. f. o. b. St. Louis.

417-R. 24 games individually packed in transparent bags plus metal counter display rack and display card. Wt. 7 lbs. f. o. b. St. Louis.

ZOO-M-ROO
POCKET POOSH-M-UP

"TIPT"
3-GAME COMBINATION

BAT-M-UP JR.
POCKET BASEBALL

SAN LOO
CHINESE CHECKERS
POCKET SIZE

and now— all four fascinating games in one beautiful, self-selling package!

NORTHWESTERN'S *Self-Selling* 4-GAME PACKAGE

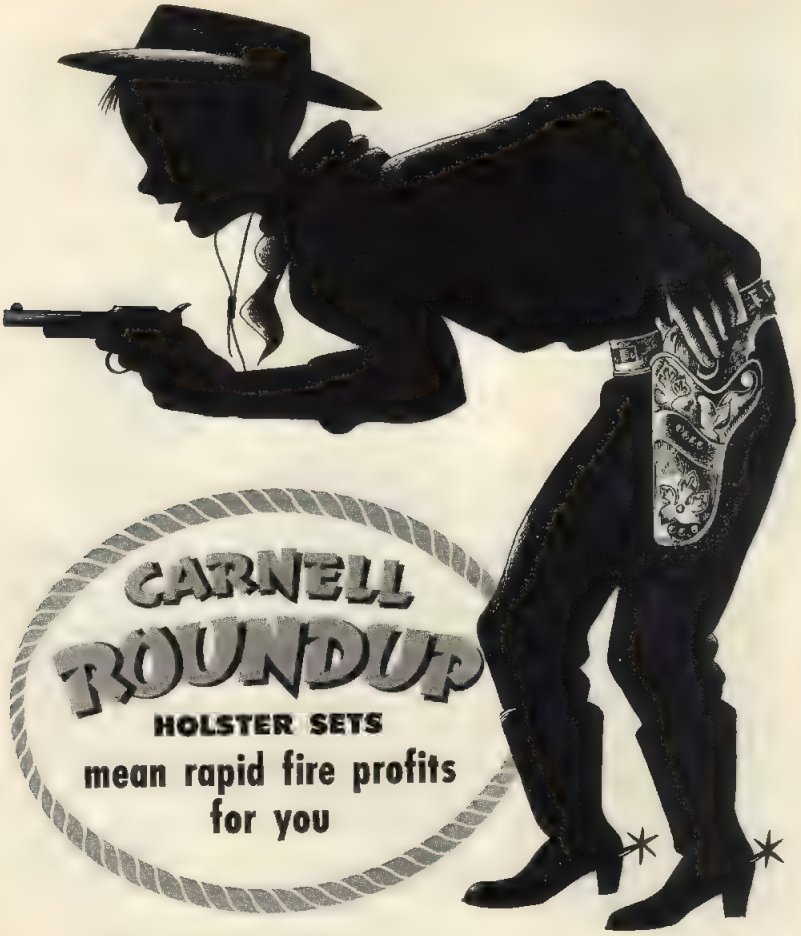
Each box measures 15" x 12¼" x 1" in. 12 sets to shipper weighing 12 lbs. f. o. b. St. Louis

The four great new all-plastic, pocket-size game sets combined in a unique, full-color, self-selling display carton. A great big box of fun for the whole family! We believe this to be one of the most remarkable game values to appear in past ten years. If you will but stock it, and show it, it will sell in tremendous volume!

No. 420...Four Wonderful Home Games Set

$2.29 list.

Northwestern Products Co., 2721 Spruce St., St. Louis 3, Mo.



Carnell's Holster sets are made exclusively of bark tan genuine leather, with the original and always popular **Hip Slung** feature. See our new and exciting line of top quality holster and pistol sets now on display only in **ROOM 324 — 200 5th AVENUE.**

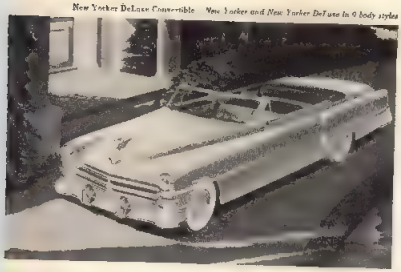
Carnell Mfg. Co., Inc.—200 5th Ave., N.Y.C.

New Yorker DeLuxe 4-door Sedan

Now on display

AMERICA'S **FIRST FAMILY** OF FINE CARS

New Yorker DeLuxe Convertible — New Yorker and New Yorker DeLuxe in 6 body styles



A stunning new mood in **Highway Fashion!**

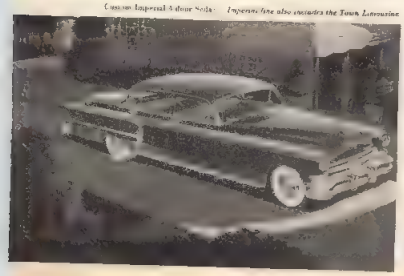
Never before has such a brilliant array of fine motor cars been introduced to the American public . . . styled to create a glamorous new mood in Highway Fashion . . . and embodying the kind of engineering the world associates with Chrysler performance and safety!

And here is a *range* of cars unequalled anywhere. The beautiful Windsor line . . . lowest-priced of all Chryslers. The spectacular New Yorker . . . whose performance has all America talking. The matchless Imperial . . . custom-built for those who demand the absolute finest. All in a variety of body models, colors, and interior trim combinations to suit every need and every wish.

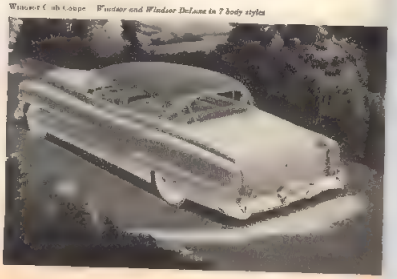
. . . and now on display at your nearby Chrysler dealer's!

The beautiful 1953 **CHRYSLER**

Custom Imperial 4-door Sedan — *Imperial line also includes the Town Limousine*



Windsor Club Coupe — *Windsor and Windsor DeLuxe in 7 body styles*



NOW AVAILABLE

FOR MERCHANDISING TIE-UPS

DANNY O'DAY
HUMPHREY HIGSBYE
"FARFEL"

The famous ventriloquist characters created by

JIMMY NELSON

THE WORLD'S GREATEST VENTRILOQUIST
SEEN BY 37,000,000 PEOPLE WEEKLY.
FEATURED ON THE "TEXACO STAR THEATRE"—
NBC-TV NETWORK, COAST TO COAST, WITH MILTON BERLE

HITCH YOUR PRODUCT TO THESE STARS

For information regarding license agreements, contact*

NATIONAL MASK & PUPPET CORP licensee manufacturers of Danny O'Day and Humphrey Higsbye, ventriloquist dummies reported complete sell-out nationwide in 1952. Merchandise handled by every major department and toy store in the United States

LOUIS W. COHAN
1776 BROADWAY NEW YORK, N. Y.

* *Applications considered in the order received*

it's new! it's DIFFERENT! it SELLS!

O'Shuffl

The new miniature shuffleboard game that's fast becoming a sales leader—the BIG GAME at little cost that everyone can play—indoors or outdoors, all year long—a sure seller in any season! Three by nine foot red-and-gray linoleum-type print O'Shuffl playing course, wood pushers and marker discs, scorepad and easy-to-follow instructions come efficiently packed in a handy, heavy-duty cardboard tube. It's easy to stock, easier to sell. Here's something *really different* for both the kids and the grown-ups—don't miss it!

PLAN TO SEE IT AT THE TOY FAIR — SUITE 400

Al Moritz and Associates
1107 BROADWAY, NEW YORK CITY

GAMETIME
Division of
CARTHAGE MILLS, INC. • Cincinnati 16, Ohio

BEST SELLERS BECAUSE THEY'RE BEST!
That's Why Centaur's
ANIMATED ANIMALS
Sell So Fast

NOW 3 NEW ONES
TO BOOST SALES!

Animated **FARM** Animals in gay spring colors and new display box that will even top sales of the sensational first series of Teddy the Bear, Tubby the Elephant and Leo the Lion. . . .

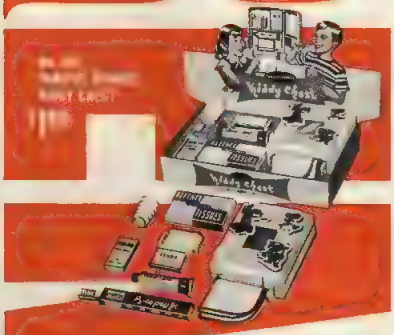
Or the equally popular second series of Jocko the Monkey, Peppy the Dog and Hippy the Hippo. . . .

Small Fry Collect Them!

See You at
THE TOY FAIR
ROOM 617
The New Yorker

Manufactured and Copyrighted by
CENTAUR PRODUCTIONS
BURBANK, CALIFORNIA

NEW



SEE US AT THE TOY FAIR
HOTEL NEW YORKER
ROOM 1144

The Only Complete Line of Marine Spark Plugs for Every Engine—

Every Operating Condition!

So great is the diversity of service requirements in the marine field that Champion makes many types exclusively for it.

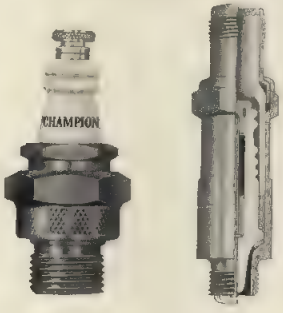
For example, Champion pioneered the "J"-type, cut-back shell electrode which provides easier starting and smoother idling in outboards and other 2-cycle engines. In addition, Champion offers the only complete line of very cold racing plugs in both 14mm and 18mm sizes.

Where waterproof or explosion-proof ignition systems are required, Champion has a complete line of shielded spark plugs with heat ranges and operating characteristics identical to the unshielded types. These spark plugs may be installed as part of a completely radio-shielded ignition system, or they can be adapted to standard ignition systems by using Champion's waterproof connector. This shielded type can be furnished with internal resistors for radio interference suppression.

Champion has always been the preferred marine spark plug—the overwhelming favorite of racing champions, marine engine manufacturers, and both commercial and pleasure craft users everywhere.

Whatever type your marine engine needs, Champion Spark Plugs will meet *every* requirement and *every* operating condition like true champions.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



RACING SHIELDED TYPE "J"

These are only three of the many types of Champion Spark Plugs produced for marine engines.

GET DEPENDABLE

CHAMPIONS

FOR YOUR BOAT AND CAR

Announcing
The "JUBILEE" Champions

The NEW ERA for Outboard Motors

Five completely new, lighter, stronger, faster "JUBILEE" CHAMPIONS that "Breeze by" for thrills and "Tease along" for better fishing. They introduce a new era of outboard use, convenience and satisfaction.

The "JUBILEE" "4-in-hand" Control regulates the speed, the shifting to Forward, Neutral and Reverse, the Hydro-drive, and the steering. Eliminates all extra shift levers . . . new and positive one-hand control of boat and motor.

"JUBILEE" CHAMPIONS have new swing-in-to-boat lower units, rubber mounted floating power that isolates vibration, EZ-Off auto-type hoods, separate cruising tanks that eliminate all need of extra gas cans, dual handles that make motor handling easy . . . all "JUBILEE" features you'll want to use and enjoy yourself.

This is more than the announcement of a new line of outboard motors . . . it is the beginning of a new era of outboard use and satisfaction.

Protected Sales • Protected Profits

The new "JUBILEE" motors and new dealer sales policy now give "JUBILEE" Champion dealers the hottest merchandising program in outboard motor history.

Point number one, which is of greatest importance to every dealer, is . . . the new "JUBILEE" CHAMPION Outboard Motors will be sold by independent distributors and dealers ONLY. This means that dealers selected will be protected.

Point number two, which protects your profits, is that all "JUBILEE" motors will be fair traded. This means that every dealer selected agrees to maintain the established price.

Yes! The "JUBILEE" Champion program writes a new page in outboard motor history. Here is what a "JUBILEE" Champion dealer franchise gives you. The world's most modern motors...with "4-in-hand" Control, Hydro-drive, Power Shift, "JUBILEE" engines, wider horsepower range, price protection and many others.

Write for franchise and area details today.

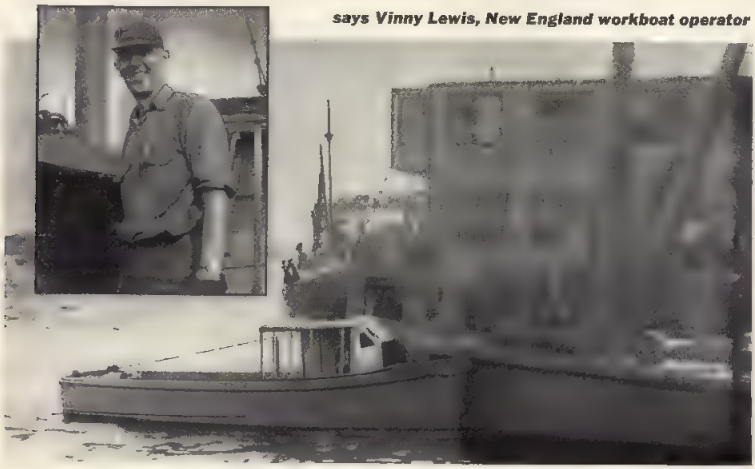
CHAMPION MOTORS COMPANY
MINNEAPOLIS, MINNESOTA

Season's Greetings
Model
TOYS
THE CHAS. WM. DOEPKE MFG. CO., INC. • ROSSMOYNE, OHIO

CHRIS-CRAFT MARINE ENGINE

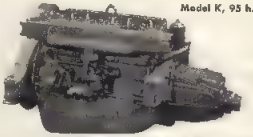
works wonders under heavy-load conditions!

says Vinny Lewis, New England workboat operator



Vinny Lewis' converted Army M boat, tied here to an 85-ft. lighter, is powered by a Chris-Craft "95".

"In addition to pulling loads ranging to 75 tons on an 85-ft. lighter," says Vinny Lewis, Portland, Maine, "we sometimes use our converted Army M boat for tearing out pilings around the Portland, Maine harbor. Our 95-h.p. Chris-Craft engine delivers the power for all our work, and in several instances we've snapped a 1¼" manila line trying to remove pilings! We found that such a feat requires a pull of well over 10,000 pounds. Our Chris-Craft engine continues to operate efficiently under these conditions all year long."



Model K, 95 h.p.

Horsepower for horsepower, you can't buy a better marine engine for smooth, dependable operation and *more* years of hard service at low upkeep cost than a compact, power-packed Chris-Craft! Records prove it! Chris-Craft Marine Engines are available in 60, 95, 105, 120, 130, 131, 145, 158 and 160 h.p. with reduction drives, opposite rotation and Chris-O-Matic for most models. See your Chris-Craft Dealer or mail coupon for FREE catalog today! Buy NOW!

Chris-Craft

MARINE ENGINE DIVISION

CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

MOTOR BOATS · OUTBOARD MOTORS
MARINE ENGINES · BOAT KITS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

CHRIS-CRAFT CORPORATION
Algonac, Mich.

FREE!

Send FREE Chris-Craft Marine Engine Catalog to:

Name_____

Address_____

City_____ Zone_____

County State _____

4-Piece Coffee Urn Set

A gracefully styled electric Urn set, chrome plated inside and outside. Patented 8-in-1 fuse. Cold water valve type pump. Black ebonized trim. Urn 14 in. high, tray 16½ in. long, 11 in. wide. 10 cup capacity. Complete with sugar and creamer.

57149A2775 . . . . . Retail $40.00

4-Piece Coffee Urn Set

A handsome, modern, bullet shape 8-cup percolator made of heavy gauge brass and highly polished chrome. Sugar and creamer to match. Black or red catalin handles. Fast-acting electric built-in element. Chrome plated tray with engraved surface. Approved cord set.

4905A1825 . . . . . Retail $35.95

4-Piece Urn Set

Beautiful, chrome plated Urn set with heat-resisting, plastic handles. Complete with matching sugar and creamer. 9 cup electric percolator 12½ in. high. Tray 18½ x 11¼ in.

4914A1825 . . . . . Retail $35.95

Electric Percolator

Smooth, streamlined design electric percolator. Finished in gleaming chrome. 10 cup capacity, heat-resisting handle. Makes delicious coffee.

5744A1075 . . . . . Retail $21.95

Electric Percolator

Tastefully designed electric percolator finished in gleaming chrome. Plastic, heat-resisting handle. 10 cup capacity. Graceful pouring spout.

5743A1075 . . . . . Retail $21.95

Dispenser Set

A novelty designed bottle with chrome tray and 6 hand-cut, polished whiskey glasses. Chrome plated, brass pump with plastic knob. Easily operated dispenser will hold 30 oz. Individually boxed. Packed 12.

4916A335—Per set
4916AK295—12 or more
Retail . . . $4.95

SATISFACTION GUARANTEED AT MILWAY OR YOUR MONEY REFUNDED

8-Piece Cocktail Set

Streamlined, stainless steel, chrome plated cocktail shaker set, including 6 goblets and large tray. 18¼ x 11½ in. 3 pint shaker has lucite handle and cover knob.

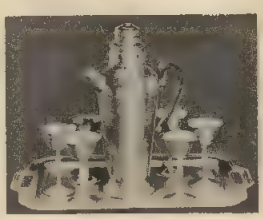
4920A910—Per set . . . . . Retail $17.95
4901A420—Shaker only . . . . . Retail $7.95

8-Piece Chrome Plated Cocktail Set

Expensive looking, hammered design, highly chrome plated. Cocktail shaker 3 pint capacity, 13 in. high. Chrome plated tray 18¾ x 11½ in.

4937A950 . . . . . Retail $18.95

4936A455—Cocktail shaker only . . . . . Retail $8.95



8-Piece Hammered Design Cocktail Set

A tastefully designed set consisting of a 2 pint cocktail shaker with plastic catalin handle. Height 13 in. Complete with 6 glasses with ruby bowls and chrome plated stems. Chrome plated tray 18¾ x 11½ in.

4913A1015 . . . . . Retail $19.95

8-Pc. Chrome Cordial Set

Here is something different in cordial sets. Beautifully finished inside and outside in chrome. Barrel-like container is 1-qt. capacity. Complete with tray and six handled whisky mugs, 24K gold rims. Faucet type spigot.

49047A520 . . Retail $9.95

FIRE EXTINGUISHER SHAKER—Chrome plated cocktail shaker. 1½ qt. capacity. 10¼" high. Unique design will help it sell.

4915A455 Retail $8.95

A Grouping of Gift Items . . . **SMOKERS ARTICLES AND TABLE ACCESSORIES** ***designed for the modern home or office***

FINE CRAFTSMANSHIP **SUPERB STYLING**

A 25000A295 . . Retail $4.50
NAUTICAL CONDIMENT SET, a three piece glass condiment set. Salt and pepper Shakers and mustard or relish jar are beautifully trimmed with highly polished brass representing a nautical lantern. Height Relish Jar 4⅜", width 3". Height Salt and Pepper Shakers 2¾", width 1⅜".

(B) 25001A195 . . Retail $3.00
SERVETTE CIGARETTE AND ASH TRAY COMBINATION, an unusual compact cigarette holder with two individual removable ash trays. Made of highly polished Jeweler's Bronze with inlaid ceramic colors of Red, Green or Black. Height 3", length 5".

C 25011A130 Retail $2.00
STREET SIGN SALT AND PEPPER SERVER, a unique gift item made of Jeweler's Bronze highly polished. Salt and pepper holders are available in enameled colors of Red, Blue or Green. Height 6". Width 4".

D 25003A165 Retail $2.50
NAUTICAL LANTERNSTYLE CIGARETTE CONTAINER, a crystal clear glass cigarette container trimmed with highly polished brass representing a Nautical Lantern. Height 4¾". Width 1¾".

E 25005A390 Retail $4.00
WORLD GLOBE CIGARETTE DISPENSER AND ASH TRAY is made entirely of highly polished Jeweler's Bronze embossed with parallel and meridian lines. Ash Tray contains a cigarette snuffer and is easily removable. Height 5¾", width 6".

F 25007A390 Retail $6.00
DIVER'S HELMET CIGARETTE DISPENSER is made entirely of Jeweler's Bronze highly polished. A unique replica of a deep sea Diving Helmet. A turn of the knob in either direction reveals cigarettes. Height 5⅞", width 4".

(G) 25008A265. Retail $3.75
COMBINATION CIGARETTE HOLDER AND ASH RECEIVER made of Jeweler's Bronze highly polished and inlaid with high lustrous Black, Red, Ivory or green enamel. Height 3", width 3½".

H 25009A245 Retail $3.75
PRESSDOWN ASH RECEIVER, a new and beautifully styled automatic ash receiver made entirely of Jeweler's Bronze highly polished and inlaid with high lustrous Black, Red, Ivory or Green Enamel. Height 3¾", Width 4".

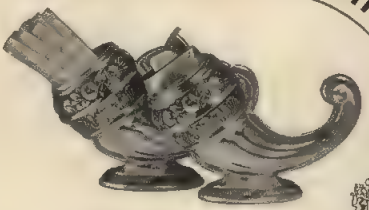
I 25004A390 Retail $6.00
LAMPSTYLE CIGARETTE DISPENSER AND ASH TRAY made of Jeweler's Bronze finished in tones of satin and high polish. Choice of Black Walnut, Ivory or Red trimmings. Height 8", Width at base 4".

(J) 25006A390 Retail $6.00
CAPSTAN CIGARETTE HOLDER made of Jeweler's Bronze finished in two tone SOFT SATIN and HIGH POLISH. Height 5¾", width 4".

K 25010A390 Retail $6.00
POST ROAD CIGARETTE LANTERN An original coverly styled lantern capturing the romantic beauty of colonial days. Made of Jeweler's Bronze with crystal clear sides enclosing a transparent cigarette container. Exquisitely finished. Height 7", width 4".

EXCLUSIVE DESIGNS
New and Original

EVANS TABLE OR DESK LIGHTERS



EVANS CORNUCOPIA SMOKING SET
Table Lighter and Cigarette Holder
30126C875 ..... Retail $17.50
2904C597—Lighter Only . Retail $9.95

EVANS VESTAL
Sterling Silver
3060CU1500—Sterling Silver . . . . . Retail $25.00

Evans Ceramic Table Lighter
Golden metal top, Black glaze stippled with gold
30120C450—Black ..... Retail $7.50

For any room — any home — Evans table lighter designs lend beauty to any room or setting. A perfect gift and proud possession. Only Evans has the Red Seal Fuel Control which prevents fluid evaporation and provides an instant light every time.

EVANS MAGIC LAMP
3066C597—Silver Finish..... Retail $9.95
3067C597—Golden Metal Finish... Retail $9.95

EVANS CLASSIC
3058C450—Golden Metal Dark Blue Enamel ..... Retail $7.50
3059C450 Golden Metal Green Enamel Retail $7.50

Evans "Rose Bowl" Table Lighter
Polished clear glass globe with removable top, weighted point for holding bud or bloom upright Golden Metal Top
30121C450—Golden Metal Top (without flower) ..... Retail $7.50

Evans Ceramic Table Lighter
Golden metal top; gold stripes on pastel green decoration
30122C597—Golden Metal top; gold stripes on pastel green decorations
Retail $9.95

EVANS CLASSIC
Golden Metal—French Enamel (Limoges) Hand-painted rose on white
3061C597—Golden Metal French Enamel (Limoges . Hand-painted rose on white Retail $9.95

THERE IS NO CHARGE FOR SERVICING EVANS LIGHTERS

PRICES SHOWN FAIR TRADE RETAIL

ILLUSTRATIONS ABOUT ⅔ ACTUAL SIZE

Evans

SEE
KOHNER BROS.
HOTEL McALPIN
ROOM 754

RHINESTONE CRAFT No. 205

MICKEY MOUSE
No. 185

CLARABELL No. 186

KOHNER BROS.
155 WOOSTER ST.,
NEW YORK 12 N. Y. ORegon 4-7578

No. 500
TWO WAY
ELECTRONIC WALKIE TALKIES
$3.95

ORDER EARLY
SEE YOUR JOBBER
NOW!

a real HEADLINER

H-13-E HELICOPTER

The World's Leading Commercial Helicopter

BELL Aircraft CORPORATION

Cash in on today's headlines with scale model of Bell Aircraft's famous helicopter. Enclosed clear plastic bubble, with black instrument panel, landing skids and rubber tires. Rescue litters with clear plastic head shields attach to each side. Sturdy plastic throughout. 12" long. Come in bright red or silver grey. Individually boxed in colorful, attractive cartons.

OTHER FAST-SELLING PROFIT-MAKERS IN THE SWADAR LINE

Fairchild XC 120 PACK PLANE

COMPLETE WITH JEEP AND TANK

Front and rear cargo doors open and close to unload model jeep and tank enclosed. Precision formed sturdy plastic. Overall length 8" wingspan 10½ and height 2¾". Individually boxed in handsome display cartons.

SCALE MODEL U.S. AIR FORCE PLANES IN PLASTIC

#5 BULK PACK
Six different models in assorted colors; red, blue, yellow, green and olive drab. 6 dozen assorted colors and models per carton.

#29 AIRPLANE SETS
Set of 6 planes in assorted colors on attractive display card.

Streamline LOCOMOTIVE WHISTLES
A low cost fast selling item. They look and sound like real locomotives' whistle.

Swadar PLASTIC CO. AURORA, ILLINOIS

"HOWDY DOODY" MARIONETTE—An exact copy, two-thirds the size, of the children's idol seen on television. Has a movable mouth, dancing cowboy boots and every authentic costume detail. Easily operated by exclusive patented "Control" one hand control

76163A235 . Retail $3.49

New 1952 MARIONETTE LINE . . .

Created and designed by Ray Copelan. Can be operated by the smallest child without training. Puppets dance, act, perform acrobatics. Can be handled two at a time—one on each hand. Sturdily built to withstand abuse. Strings don't tangle. Individually boxed.

"MICKEY MOUSE" MARIONETTE—True copy of Walt Disney's most famous character. Stands 12" tall. Authentically costumed.

76169A167 . Retail $2.49

"MINNIE MOUSE" MARIONETTE—True copy of one of Walt Disney's most famous characters including the costuming. Stands 12" tall.

76173A167 . Retail $2.49

"DOPEY" MARIONETTE—The most lovable character from Walt Disney's "Snow White and the Seven Dwarfs." Authentically reproduced from the expression on his animated face to the colorful costuming. He stands 14" tall. Movable mouth.

76168A200 Retail $2.98

"CLARABELL" MARIONETTE—"Howdy Doody's" popular companion—complete with special horn attached to the famous one hand control. Really looks and acts like the popular character 15" tall

76171A200 . Retail $2.98

"SPACE MAN" MARIONETTE—A new popular character—the man of the future. Stands 13" tall. Colorfully attired in space costume of tomorrow

76172A133 Retail $2.00

PRINCESS "SUMMER FALL-WINTER SPRING" MARIONETTE—Stands 15" tall. One of the most popular puppets on Howdy Doody's TV Show. Complete with colorful magic necklace and attractive Indian costume. Movable mouth.

76170A200 .Retail $2.98

"ALICE IN WONDERLAND" MARIONETTE—Stands 15" tall. Dressed in the pretty blue and white costume which shows off her vivid yellow hair, topped by a pert black ribbon. Movable mouth

76165A200 . . Retail $2.98

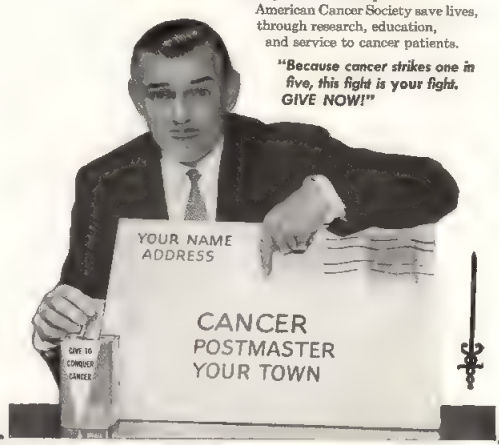
ZANY HAND PUPPET DOLL—She's a darling. She kicks and squirms just like any real baby. Takes one cute pose after another . . . puts finger or foot in mouth . . . claps hands . . . twists and turns. Made of Vinylite Brand Resins, soft as baby skin and washable. Lifelike molding. Permanent, realistic colors. Lastingly pliant. Fun to work. Attached blanket conceals the hand which manipulates her arms and legs—with 1 finger in each.

76175A133. . . . . Retail $1.98

HOWDY DOODY HAND PUPPETS ASSORTMENT. Consists of famous TV star "Howdy Doody," complete with a western checked shirt, neckerchief, red hair and freckles—plus his 4 famous TV pals—"Clarabell Clown" in colorful polka dot attire, "Dilly Dally" with red cap and yellow hair; "Mr. Bluster," with red derby hat and pince-nez, "Flub-A-Dub." Each puppet head made of life-like vinylite plastic. Assorted.

78145A66 . . . . . Retail $1.00

CLARK GABLE *says*—"I gave, and you should, too.
"It's easy to do it this way, by mail, in an envelope addressed to 'Cancer,' care of the postmaster in your town.
"Every dollar will help the American Cancer Society save lives, through research, education, and service to cancer patients.
"Because cancer strikes one in five, this fight is your fight. GIVE NOW!"



patented· time tested

MASTER. VOICES *by*

119 Greene Street
New York 12, N. Y.

Only a few of the many items normally carried in stock are illustrated. Samples and specifications are available on request. Complete engineering staff available to give aid in special problems.

NAIL A PROFIT
INTO YOUR TOYS!

Prefabricate your product with a DOIG Automatic Nailer . . .

This year hundreds of toys will be automatically nailed at increased manufacturing profits. When you plan your next schedule, simplify assembly and speed production by using a DOIG nailer. . . .

UNIVERSAL
OPEN BACK 4 TRACK

•

SEND FOR CATALOG

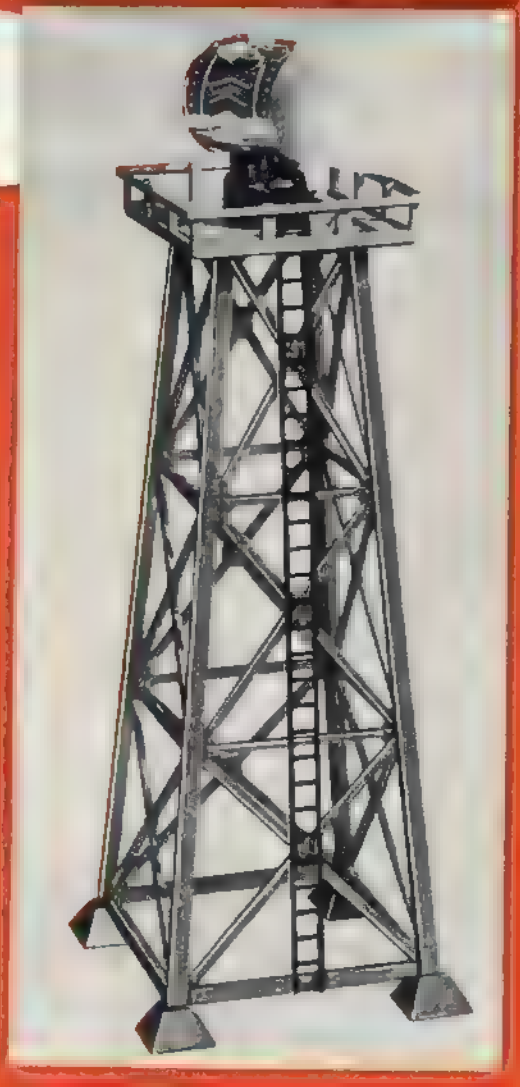
WILLIAM S. DOIG, INC.
DEPT. 312 · 57 FRANKLIN ST. · BROOKLYN, N. Y.

COLBER
DOES IT AGAIN FOR '53

NEW BROADER LINE... PACKED WITH ACTION... MEANS MORE DOLLARS FOR YOU!

No. 116. Here's new excitement for railroaders, young and old—COLBER'S true to life beacon flashing red and green in the darkness! The COLBER beacon rotates mechanically—it never stops and does not depend on warm air currents—it's absolutely fool proof.

No. 106 THE COLBER ILLUMINATED TRUSS BRIDGE is perfect for spanning rivers and ravines on any size system. One piece base and sides give added strength to the heavy gauge all steel construction.
Rotating Mechanically operated beacon on top.



COLBER

America's leading manufacturer of accessories for trains.

IRVINGTON, NEW JERSEY

LADDER, SWIVELING OIL DERRICK, BOULEVARD LAMP, ROTATING BEACON, FLOODLIGHT TOWER, SUNSHINE WATER TOWER, LOCOMOTIVE TRACK CLEANER, HOOTERVILLE TROLLEY, SEMAPHORE, BIRDIE BRIDGE, CONTACTOR, JUMBLE, SPOTLIGHT, TOWN ENGINE HOUSE, COAL CHUTE, PAGEANT

COME IN AND CHECK OUR NEW LOW PRICES

AT THE TOY FAIR - ROOM 633 - HOTEL NEW YORKER

WRITE FOR OUR NEW COLORFUL 1953 CATALOG
IF YOUR JOBBER CAN'T SUPPLY YOU WITH COLBER PRODUCTS WRITE DIRECT.

TOYS WITH U.S. TOYS
U.S. METAL TOY MFG. CO.

THE STEADIEST SELLING LINE IN THE TOY FIELD

#1 — COVERED WAGON

#2 STAGE COACH-BANK

#4 — CIRCUS WAGON-BANK

QUALITY MANUFACTURERS OF LITHOGRAPHED
NOISEMAKERS — HORNS — TRUMPETS
SAND PAILS & SHOVELS — NOVELTIES, ETC.

SEE US AT THE TOY SHOW — ROOM 409 McALPIN

Write for catalog sheets and price list

U.S. Metal Toy Manufacturing Company

MANUFACTURERS OF LITHOGRAPHED METAL GOODS

MAIN OFFICE & FACTORY—149-57 33rd ST.—BKLYN. 32, N.Y. PHONE—STerling 8-3540

N. Y. SALES OFFICE & SHOWROOM—220 5th AVE.—RM. 1003 NAT BERK—EASTERN DIST. MGR. PHONE—LExington 2-8522

Religious Dolls

PRAYER DOLLS - NUN DOLLS
LADY OF FATIMA DOLL

PATENTED

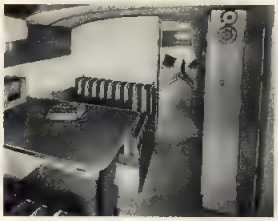
It's a mystery why our Prayer Doll's hands enact the part of prayer — the first doll ever devised to encourage the child to thoughts of prayer. Can be played with and thrown around. When child is ready for bed, the doll meets a definite need. It is a soft doll, and body is so constructed that it will easily fall into a kneeling position . . . The Nun doll is also highly popular, and the NEW "Lady of Fatima" doll is an exquisite creation. Write for details.

COLLENANE COSEY COMPANY

1231 S. HOMAN AVE. • CHICAGO 23, ILL.

COLONIAL CRUISERS

We hope you are able to visit us at the New York Motor Boat Show.



Here we are displaying the two 34 foot cruisers pictured above. Both the Sport Cruiser and also the sedan Wanderer.

The Sport Cruiser has a roomy 16 foot long open cockpit and full cruising accommodations for four in two separate staterooms. This model is ideal for deep sea fishing.

The sedan Wanderer is planned for extended cruising and for living aboard. There are three separate compartments sleeping six persons.

Step aboard and we know that you will be favorably impressed. Space has been so well utilized that there is a feeling of exceptional roominess. The new interior styling is charming.

You will find that Colonials have more desirable features than any other make. These include the walk-in clothes locker, the 13 cubic foot capacity home-like refrigerator, etc.

While most modern in appointments, construction is to old time tradition with heavier than the average keel, frames and planking.

The exclusive Colonial design is a combination of both the vee and round bottoms and has been perfected by Colonial engineers over a period of many years. Colonial owners will tell you how superior these boats are when the going gets tough.

We recommend that you act quickly if you wish one of these most popular craft in 1953.

For new illustrated catalog, write:

COLONIAL BOAT WORKS, INC. **Drawer 309** **MILLVILLE, NEW JERSEY**

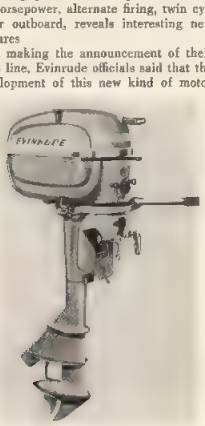
ENGINES '53

(Continued from page 138)

EVINRUDE

Evinrude Motors has introduced a new "middleweight" to America's outboard motoring public. The Super Fastwin, a 15 horsepower, alternate firing, twin cylinder outboard, reveals interesting new features

In making the announcement of their 1953 line, Evinrude officials said that the development of this new kind of motor



Evinrude's 7½ h.p. alternate firing twin with Duo-clutch for easy handling. It has the Centri-Matic pump and Re-Flo oiling system. Develops 7½ h.p. at 4000 revolutions

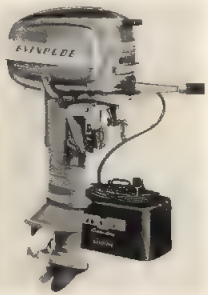
has reduced motor noise up to 20 percent. The heart of this engineering advance is a twin chambered, accoustically tuned silencer, which effectively mutes carburetor intake noise. The combination of this silencer and a water sealed exhaust, the manufacturer says, "has completely eliminated high frequency sound factors."

The powerhead of the Super Fastwin is new in design from spark plug to carburetor knob. It is two cylinder, alternate firing, 2⅝-inch bore by 2⅜-inch stroke. The piston displacement is 19.94 cubic inches and at 4,000 r.p.m., it is rated 15 certified brake horsepower by the Outboard Boating Club of America. The aluminum cylinder block has hard iron sleeves cast integrally. Cylinder heads are detachable and the powerhead is floated on spring mountings.

For turn-of-the-wrist operating ease, the Super Fastwin has Roto-Matic speed control with ignition and carburetion synchronized in a single control on the steering handle grip. In addition, a Gearshift with neutral, forward and reverse, makes the Super Fastwin a highly maneuverable motor. These controls have been engineered to receive Evinrude's new Simplex remote control system. These controls, available at extra cost, can be attached to the motor in less than 30 seconds by the outboard owner. No costly installation is necessary.

Evinrude engineers have simplified cover removal and replacement by developing the Auto-Lift hood for the Super Fastwin. The hood provides instant accessibility for routine motor inspection. By unsnapping two husky clasps, the port side hood opens to a vertical position and stays open by itself. The complete cover assembly may be lifted by removing two screws on the starboard hood. The motor comes equipped with a separate 6-gallon capacity Cruis-a-Day gas tank.

Power leader in Evinrude's 1953 line is the 25 h.p. Big Twin. After two years of production, demand for this motor is still unsatisfied. The Big Twin is ideal for high power operation on big runabouts, large family boats and outboard cruisers. In recent national water ski championships, this motor made ski history by furnishing power for slalom competition. It was the first time that outboard power was used for this association-sponsored event. Evinrude sales records indicate that the Big Twin is winning more and more "fishing friends" since it runs smoothly at low trolling speeds and also offers "get up and go" when an extra power punch is needed. The 1953 model is made far easier to carry by the addition



Evinrude's super Fastwin, a new 1953 model designed to drive large family boats. Has the new Simplex remote control and separate 6-gallon tank. Develops 15 h.p. at 4000 revolutions

of a new front carrying handle, which also serves as a mount for the new Simplex control steering cable connector. The connector is a part of the Simplex remote system that is also available for 1953 Big Twin models at extra cost.

Back by popular demand, after setting the most outstanding sales record in Evinrude's 44-year history, is the Fleetwin. Many consider this 7.5 horsepower motor the best "all arounder" in its field. It weighs 47 pounds only a few pounds more than most "fives"—yet gives 50 percent more power. Fleetwin's Duo-Clutch gives neutral starting and idling and offers push-button maneuverability. It has full pivot reverse and synchronized throttle-spark control.

For the fisherman who wants a light, "take-along" motor, Evinrude presents the 3 h.p. Lightwin. Weighing only 32 pounds, the Lightwin offers ample power for all smaller types of family and fishing craft. It's the only Evinrude that offers the advantages of the Fisherman Drive. This drive "bobs" over rocks, deadheads and snags—it powers through thick weeds and rushes. It lets you go confidently, "wherever there's water to float a boat."

LAUSON

The demand for Lauson SportKing, air-cooled, 4-cycle outboard motors has increased so rapidly that The Lauson Company has just announced the opening of a modern plant in Vandalia, Illinois.

Four-cycle automotive design means no mixing of gas and oil, positive air-cooling eliminating water pumps and water jackets, smoke-free exhaust and superb trolling. Carburetor adjustments are rare, spark plugs long lived, and fuel economy of up to two-thirds more fishing time per tank. SportKing has no water pumps and water jackets requiring fresh water flushing after each use in salt water.

Automotive design is found in the Lauson's styling as well as its engineering. The three 1953 models display a distinctive new appearance through modernized and streamlined grillwork plus other attractive refinements.

Now available are the Lauson 3 h.p. single, the Lauson 6 h.p. twin, and the Lauson twin with automotive neutral-forward and reverse transmission. This transmission is a combination disc clutch and planetary with positive forward, reverse, and neutral, plus the important feature of shifting at any speed, an extremely valuable feature.

The Lauson 6 h.p. air-cooled outboard engine, a two cylinder 13.3 cubic inch displacement engine capable of speeds to 16 miles. Supplied with neutral, forward and reverse

Colson and Huffman . . .
. . . Quality Bicycles

(A) COLSON 26" BICYCLES—Recognized for construction and superior quality features. Boys' style has double bar. Drop-out rear fork, 18" seat post. Forged steel fork with plated truss rods. Chromeplate forged steel crank and sprockets. Diamond roller chain. Extra wide, deep crescent fenders, steel-rim wheels, 26x2⅛" double tube tires. New Departure (or equal) coaster brake. Texas steer handlebar, rubber grips. Troxel (or equal) saddle. Tank with built-in horn, Rocket Ray headlight, full length chain guard, Stimsonite reflector, luggage carrier with reflector, plated kickstand. Boys' model finished in black & white with red trim, girls' model, black & green with white trim.

7962B4785—Boys' model
7963B4785—Girls' model } ..... Retail $64.95

(B) COLSON 20" BICYCLE—A streamlined bike! Has 13¾" seat post, drop-out rear fork and forged steel fork and crank. Diamond roller chain, deep V-crown fenders. Enameled-rim wheels carry 20x2⅛" double-tube tires. New Departure (or equal) coaster brake. Scout Jr. handlebar with forged stem and rubber grips. Troxel 751A (or equal) saddle. Boys' model has double bar. Complete with reflector, carrier with reflector, tank, enameled single-cell headlight and plated kickstand. Boys' model finished in maroon and white, girls' model blue and white.

7980B4250—Boys' model
7981B4250—Girls' model } ..... Retail $54.95

(C) HUFFY 24" SUPER DELUXE BICYCLE—Double bar frame. Coverall chain guard. Boy's model has tank with horn in tank. Heavy construction luggage carrier. Heavy steel fork. Full cut, deep crescent fenders. Rocket ray headlight. Stimsonite chrome reflector. Chrome plated truss rods. New departure brake. Cadmium plated kickstand. Natural tan saddle with chrome rail. Colored plastic grips. F.O.B., Dayton, Ohio.

79479D4350—Boys' model
79480D4350—Girls' model } ..... Retail $57.95

(D) COLSON 20" BICYCLE—A strongly built bike with double bar in the model for boys. 13¾" seat post. Forged steel fork, drop-out rear fork. Plated steel crank and diamond roller chain. Deep V-crown fenders and enameled-rim wheels with 20x1.75" semi-pneumatic tires with white sidewalls. Colson front hub, New Departure (or equal) coaster brake. Torrington Scout Jr. handlebar with forged stem and rubber grips. Troxel 751SA (or equal) saddle. Colson (or equal) pedals. Includes Stinsonite reflector and conversion wheel unit. Boys' model finished in red and white, girls' model in blue and white.

7992B3660—Boys' model
7993B3660—Girls' model } ..... Retail $49.95

(E) HUFFY CONVERTIBLE BICYCLE—Super-deluxe 20" tank model with Fits-Sooner frame that permits lowering of seat an extra 2 inches so young riders fit bigger bikes sooner. Convertible wheels form sturdy bicycle with 4 wheels. Extra passenger rides on built-in riding steps. As child grows, convertible wheels can be raised to help develop balance safely—later removed entirely leaving genuine proportion-built bike. Coaster brake, full-coverage chain guard and bicycle fittings. F.O.B. Ohio.

7947584180—For boys 5 to 9
7947684180—For girls 5 to 9 } Each ..... Retail $54.95

(E)

(A)

(B)

(C)

(D)

Cut yourself a slice of the COMET "Profit Pie"

OVER
122 MODELS
THE WORLD'S
BIGGEST LINE

THE WORLD'S LARGEST MANUFACTURERS OF MODEL AIRPLANE KITS

— offers you the modern, easy way to stock, sell and ship model airplanes and supplies — Comet Assortments! You order by assortment, sell by assortment, each case consists of 4 complete assortments ready to re-ship to your customers. You can sell more Comet kits because (1) you have more models to sell, (2) Comet is nationally advertised, (3) Comet can — and does — give model builders more for their money!

B C **10¢**

"B" ASSORTMENT
9 Solid Models. 36 asstd per pkg.; 4 pkgs. to carton. 13 lbs.

"C" ASSORTMENT
12 E-Z-to-Build Flying Scale Pre-fab Struct-O-Speed Models. 36 asstd. per pkg.; 4 pkgs. to carton. 14 lbs.

NEW! JET FIGHTER GLIDER **10¢**

All parts realistically printed; nose weight in; ready-to-fly. Ind. packaged; 48 in 3-color display box

F **25¢** E S

"E" ASSORTMENT—14 Flying and Flying Scale Models. 18 asstd. per pkg.; 4 pkgs. to carton. 17 lbs.

"F" ASSORTMENT—14 Flying Scale Pre-fab Struct-O-Speed Models. 18 asstd. per pkg.; 4 pkgs. to carton. 14 lbs.

"S" ASSORTMENT — 12 Solid Scale Models. 12 asstd. per pkg.; 4 pkgs. to carton. 12 lbs.

COMET CEMENT

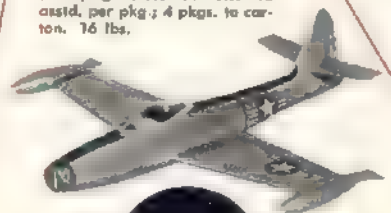
One for every purpose: Regular, Extra-Fast Drying and Cement for Plastics. Big values — top quality!

10¢

K L

"K" ASSORTMENT—6 Flying Scale Pre-fab Struct-O-Speed Models. 12 asstd. per pkg.; 4 pkgs. to carton. 14 lbs.

"L" ASSORTMENT—12 Flying & Flying Scale Models. 12 asstd. per pkg.; 4 pkgs. to carton. 16 lbs.



50¢

$1.00 P

"M" ASSORTMENT— 9 Flying Scale E-Z-to-Build Struct-O-Speed Models —every part completely pre-fab. 6 asstd. per pkg.; 4 pkgs. to carton. 17 lbs.

"P" ASSORTMENT—12 Flying & Flying Scale Models. 6 asstd. per pkg.; 4 pkgs. to carton. 19 lbs.

COMET DOPE

Quick-drying, smooth-flowing . . . amazing coverage, remarkable resistance to separation and hardening. Full range of vivid colors.

10¢

Also: COMET HY-GLOSS PAINT for PLASTICS 15c

• **WRITE for FREE ILLUSTRATED CATALOG**

COMET MODEL HOBBYCRAFT, INC.
507 WEST 35TH STREET CHICAGO 16, ILLINOIS

CARROM

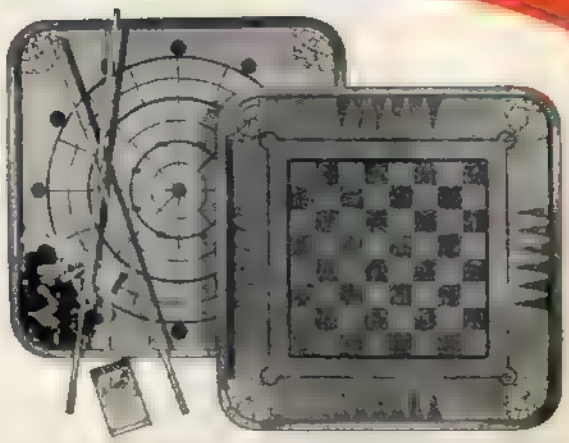
Toys and Games

The No. 1 Line Since 1889

Only games of outstanding play value can win and hold public interest and acceptance, generation after generation. Carrom-Crokinole Game Boards, introduced in 1889, are still leaders in the Carrom line . . . going stronger than ever! No other games, even today, offer so much in diversified entertainment for all age groups.

But popular demand also calls for constantly new, ingenious toys and games . . . well represented in the always expanding Carrom line. For high *Play Value* and high *Pay Value*, in terms of turnover and profit per sale, CARROM should rate "No. 1" in your Toy and Game Department.

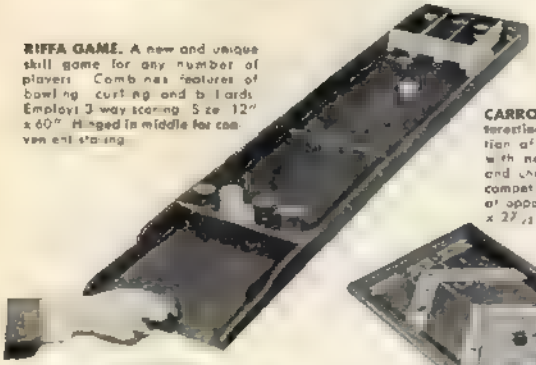
If you do not have a copy of our latest catalog, write for it . . . and keep a representative assortment of Carrom Toys and Games on hand the year 'round.



NO. 85 CARROM BOARD. This reversible board plays 85 different games. Official 28½" size. Wood frame construction with plywood center panel, round corners, reversible net pockets and green felt cushions on Carrom side. Other types and sizes also available.

NEW SKILL GAMES

Introduced at 1953 Toy Fair



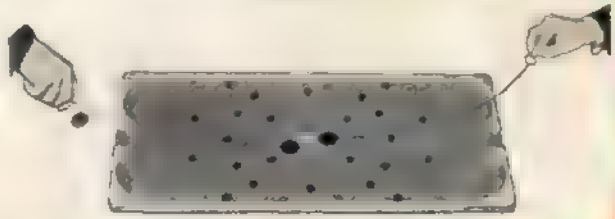
RIFFA GAME. A new and unique skill game for any number of players. Combines features of bowling, curling and billiards. Employs 3-way scoring. Size 12" x 60". Hinged in middle for convenient storing.

NOK-HOCKEY. A very realistic table hockey game for 2 to 4 players. Size: 34" x 46". Hardwood frame; hardwood playing surface.

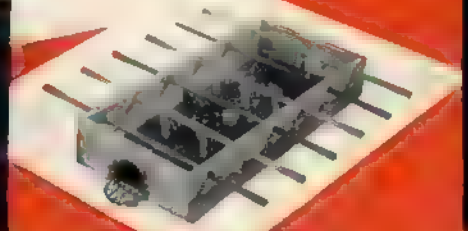
CARROM TILT-BALL. An interesting and unusual variation of pin ball games, with new elements of skill and chance, providing direct competition between players at opposite goals. Size 11" x 27½".

DART BOARDS. Two distinctive, original-design reversible boards . . . a different dart game on each side. Games include: Triple Ring, Spiasho, 20-Point and Dart Baseball.

CARROM BOWL-BALL. An exciting action game for all age groups with plenty of play variation. Furnished with 2 balls. Strongly built. Size 26" wide 30" long 10" high.



SHUFFLE HOCKEY. One of the newest Carrom games. Combines principles of ice hockey and shuffle-board. Size: 15½" x 30". Sturdy construction.



[illegible] A fast, unique skill game for 2 to 4 players. Combines teamwork and individual skill. [illegible]

Carrom Industries, Inc.

LUDINGTON Established 1889 MICHIGAN

Largest Makers of Game Boards in the World

NEW YORK SHOWROOM: 19 West 44th St. (near 5th Ave.) Room 913, Berkeley Building

A

10c FLYING MODELS

"A" ASSORTMENT. 10c Flying Model Airplanes 8 different fast-selling models, 36 assorted per package. 4 packages to shipping carton. Wt. per carton, 16 lbs

B

10c SOLID MODELS

"B" ASSORTMENT 10c Solid Models 9 different fast-selling kits, 36 assorted per package. 4 packages to ship. carton. Wt per carton, 13 lbs.

C

E-Z to Build Struct-o-Speed

10c FLYING MODELS

"C" ASSORTMENT 10c Struct-O-Speed Models, every part completely pre-fabricated. 12 different models, 36 assorted per package; 4 packages to ship. carton. Wt. per carton, 14 lbs

• COMET CEMENT 5c - 10c
• COMET DOPE 10c

K

E-Z to Build Struct-o-Speed

50c FLYING MODELS

"K" ASSORTMENT 50c Struct-O-Speed Models. 6 different fast-selling models, 12 assorted per package. 4 packages to shipping carton Wt per carton, 14 lbs

L

50c FLYING MODELS

"L" ASSORTMENT 50c Flying Models. 12 different fast-selling models, 12 assorted per package. 4 packages to shipping carton Wt. per carton, 16 lbs.

COMET

— the MODERN WAY TO STOCK, SELL and SHIP MODEL PLANES!

AT THE
TOY FAIR
DROP IN AT
Room 604
HOTEL NEW YORKER
for the latest news of the
COMET LINE
—including COMET CEMENT for POLYSTYRENE PLASTICS

Easy to ORDER
Easy to STOCK
Easy to SHIP

Order by assortment—sell by assortment! Each case contains 4 complete assortments ready to re-ship to your customers. Save time and space—and sell more—the Comet Assortment Way!

Write for FREE ILLUSTRATED CATALOG SHEET

ASSORTMENTS

E

25c FLYING MODELS

"E" ASSORTMENT. 25c Flying Models. 16 different fast-selling models. 18 assorted per package. 4 packages to shipping carton. Wt 17 lbs

M

E-Z to Build Struct-o-Speed

$1 FLYING MODELS

"M" ASSORTMENT. $1 Flying Models featuring Comet's popular Struct-O-Speed construction, every part completely pre-fabricated 9 great models—6 assorted per package 4 packages to shipping carton Wt. per carton, 17 lbs

• COMET Model-Builders' Knives 10c

F

E-Z to Build Struct-o-Speed

25c FLYING MODELS

"F" ASSORTMENT. 25c Flying Models. 14 different fast-selling models, every part completely pre-fabricated; 18 assorted per pkg 4 packages to shipping carton Wt. per carton, 14 lbs

S

25c SOLID MODELS

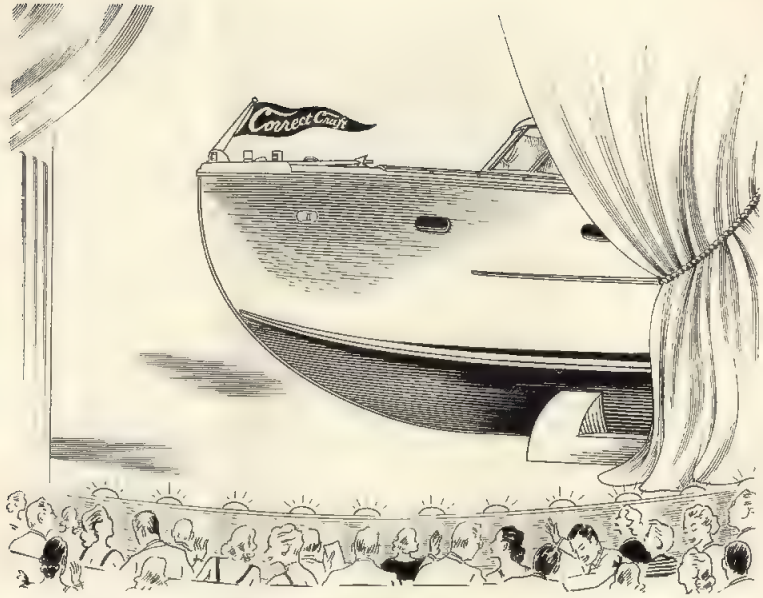
"S" ASSORTMENT 25c Solid Models 6 different fast-selling models, 12 assorted per package. 4 packages to ship carton Wt per carton, 12 lbs

P

$1 FLYING MODELS

"P" ASSORTMENT $1 Flying Models. 11 different fast-selling models, 6 assorted per package 4 packages to shipping carton Wt., 19 lbs

COMET MODEL HOBBYCRAFT, INC.



Correct Craft Presents . . .

The ROYAL PALM

New 42′ FLYING BRIDGE CRUISER

Luxury and comfort beyond your fondest desire is embodied in the Royal Palm. Sleeps 8. Beam 13′, ample walk-around deck with rail. The spacious Flying Bridge will make you yearn for open water. Safety has not been overlooked for the Royal Palm is double planked in solid mahogany (1¼ inches thick) on bottom, sides and transom. It's a beauty—through and through!

SEE THE ROYAL PALM at the NEW YORK BOAT SHOW—JANUARY 9-17, 1953

Correct Craft Inc.

PINECASTLE AND TITUSVILLE FLORIDA

See Correct Craft at the Chicago Boat Show—Feb. 6-15, 1953

JUVENILE FAVORITES

Not just "toys" but exceptionally well made, built-for-wear furniture and doll carriages ideal for growing children. Popular, appealing styling and rigid, durable construction characterize each item illustrated and described on this page

A

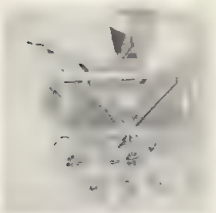
(A) 3-PC SOLID MAPLE TABLE AND CHAIR SET Solid Maple construction Table size, 23" high, with 22" x 28" top. Chairs 21½" high, seats 13" high. Specify Maple or Waxed Birch finish. Ship wt. 45 lbs., F.O.B. Wisconsin.
84-2D2200 .. .. **Retail $32.95**

B

(B) 3-PC. DUTCH TABLE AND CHAIR SET—All pine construction Colorful Dutch table and chair design sealed under lacquer finish. Table has drawer pulling out on either side. Finished in Waxed Birch. Table top 26" x 20" - height 21". Chair seat 10⅞" x 10¾", height 22" Ship wt. 24 lbs. F.O.B Massachusetts.
85-7D1420 .. ..**Retail $21.95**

(C) 3-PC. "RUDOLPH" TABLE AND CHAIR SET Featuring the ever-popular "Rudolph the Red Nosed Reindeer" in full color. Hardwood construction. Table top 26" long x 20" wide Waxed Birch finish. Ship. wt. 38 lbs. F.O.B. Massachusetts.
86-6D1290 .....**Retail $19.95**

C



FOLDING DOLL CART — Leatherette 2-tone, 5-bow piped hood with visor and windshield Leatherette body with padded rail, pocket, and foot extension. Fully collapsible chrome plated gear, aluminum finished Chrome plated adjustable pusher. 9" x 1" wire wheels with white tires. 28½" long, 13" wide, 13½" deep. Specify Gray, Turquoise or Military Blue colors Ship. wt. 25 lbs. F.O.B Massachusetts
85-9D2065 . **Retail $29 95**

FOLDING DOLL CART—Leatherette, 2-tone 5-bow piped hood with visor and windshield Leatherette body with foot extension Full collapsible aluminum finished gear and adjustable chrome plated tubular pusher. 9" x 1" wire white enamel wheels with rubber tires. Length 26", width 13½", depth 12". Specify Gray, Turquoise or Military Blue colors. Ship wt. 22 lbs. F.O.B Massachusetts
85-8D1580 ..... **Retail $23.95**

"CIRCLE H" BIKE

Complete with rifle, rifle scabbard, saddle bags, dispatch case, rubber handle grips with streamers, and Western decorations. 1¼" tubular frame. Fenders and chain guard Outrigger with 5" wheels. ⅝" tubular, adjustable handle bar Double block, streamline rubber pedals. Large padded leather, double coil spring, adjustable saddle. 14" multi-spoke wire nylon bearing wheels with 1¾" semi-pneumatic tires Specify Black or Tan finish. Ship wt. 34 lbs. F.O.B Massachusetts
85-10D2495 ....**Retail $36.50**

FOR CHRISTMAS BELLS AND DECORATIONS

It's

"CRITERION"

Manufacturers of America's fastest selling line

BE SURE TO SEE THEM

AT THE

TOY FAIR

HOTEL McALPIN • ROOM 753

MURRAY A. DAMAST

JOSEPH YOUNG SAM HOLLANDER

To Serve You

MINIATURE MELODEE BELLS FOR CHRISTMAS TREE DECORATIONS

CARDED BELLS

COW BELLS

WREATH CLUSTER BELLS

NOVELTIES

CHRISTMAS DOOR RINGERS

CHRISTMAS STOCKINGS

LIBERTY BELLS

CHRISTMAS BELL PACKAGE DECORATIONS

REVOLVING CHRISTMAS TREE LAMPS

CRITERION

BELL AND SPECIALTY CO., INC.

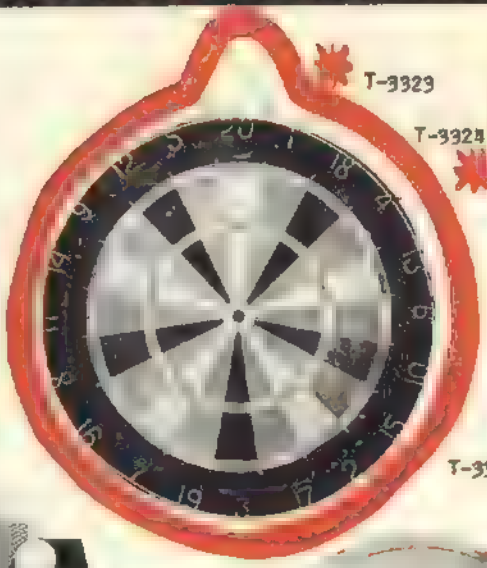
SECOND AVE. & 40TH ST., BKLYN. 32, N. Y

Sales Representatives

KRAIN & CANTON, 200 Fifth Avenue
New York 10, N. Y.

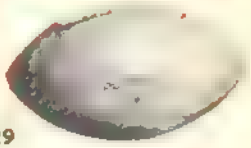
HARVEY M. BALCH, 1206 So. Maple Avenue
Los Angeles 15, Calif.

T-3322

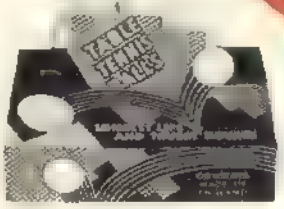


T-3323

T-3324

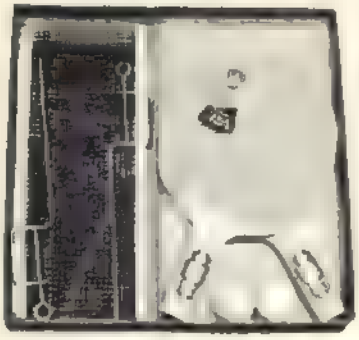


T-3329



T-3328

T-3330



T-3325
T-3326
T-3327

T-3332
T-3333

T-3331

CORK DART BOARD – 12" square with Target design on one side. Solid cork. Complete with two unweighted darts.
T-3322. . . EACH $1.54. . . SUGGESTED RETAIL $1.15

OFFICIAL DART BOARD – 18" diameter, tightly rolled [illegible] and regulation games on both sides. Darts not included.
T-3323. . . EACH $5.96. . . SUGGESTED RETAIL $3.95

EXTRA DARTS – Regulation weight darts with plastic [illegible]
T-3324. . . EACH $1.24. . . SUGGESTED RETAIL $ .95

TABLE TENNIS SET – Two cork faced paddle boards, full 60" net with screw clamps and two balls.
T-3325. . . EACH $3.20. . . SUGGESTED RETAIL $2.39

TABLE TENNIS SET – Two player set complete with semi-pro style bats, 60" net, clamps and bolts. Two Ping Pong balls.
T-3326. . . EACH $5.20. . . SUGGESTED RETAIL $3.89

TABLE TENNIS SET – A deluxe set for four players. Plywood bats with cork facings, 66" mesh net, clamps and balls.
T-3327. . . EACH $8.00. . . SUGGESTED RETAIL $5.95

TABLE TENNIS BALLS – Packed 12 balls to counter display box.
T-3328. . . EACH $ .12. . . SUGGESTED RETAIL $ .10

FOOTBALL – Imitation pigskin, durable and made for plenty of wear. Official size. Needle type valve, complete with inflating tool.
T-3329. . . EACH $2.66. . . SUGGESTED RETAIL $1.98

TRU-TEST FOOTBALL – Full regulation size and weight. Sturdy double texture casing. Rubber valve type bladder. Complete with inflating needle.
T-3330. . . EACH $5.26. . . SUGGESTED RETAIL $2.95

JOE PALOOKA PUNCHING BAG – Height approx. 36". Heavy vinyl plastic, built to take lots of rough use. Has screened comic char[illegible] type [illegible]
T-3331. . . EACH $4.68. . . SUGGESTED RETAIL $3.50

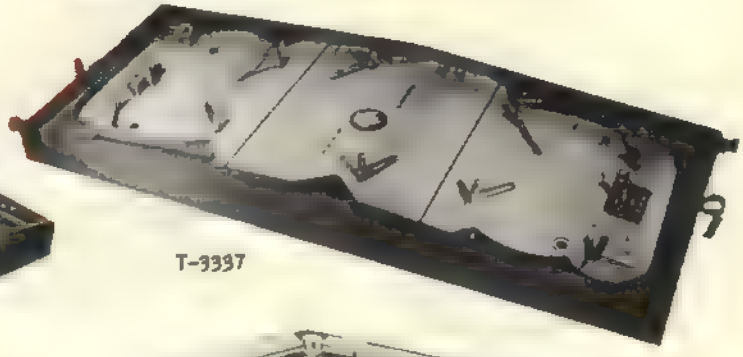
BOXING GLOVES – Boys model gloves of sheepskin, soft and well padded. White tapes and bindings. Double stitched. Packed set of 4 to box.
T-3332. . . EACH $9.40. . . SUGGESTED RETAIL $6.95

BOXING GLOVES – Youths model in same style as T-3332. Packed 4 gloves to set.
T-3333. . . EACH $19.40. . . SUGGESTED RETAIL $9.95

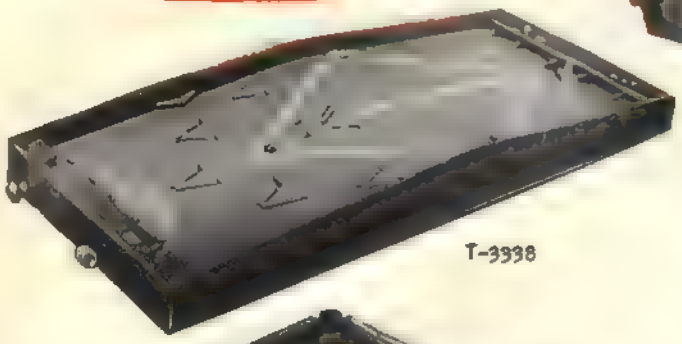
WOOD ALEXANDER LIMITED

T-3334
T-3335

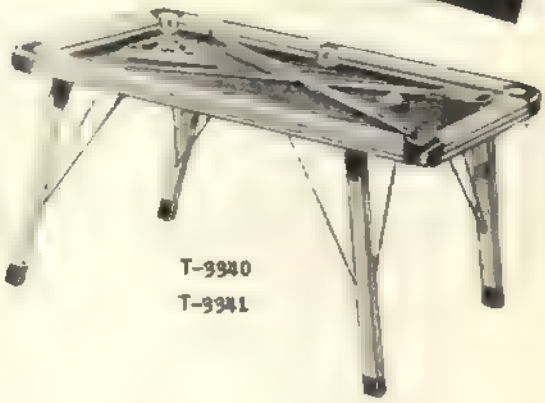
T-3336



T-3337



T-3338



T-3340
T-3341

T-3339

CROKINOLE BOARD – Natural finished plywood playing [illegible] 8" diameter. Complete with
T-3334. . . EACH $7.34. . . SUGGESTED RETAIL $5.50

CROKINOLE DISCS – 12 natural and 12 black finished men in box.
T-3335. . . EACH $ .60. . . SUGGESTED RETAIL $ .45

DELUXE HOCKEY GAME – Overall playing size 37½" x 14½". Decorated and regulation marked ice surface. Return ball feature. Heavy hardwood frame. Complete instructions included.
T-3336. . . EACH $13.26. . . SUGGESTED RETAIL $9.95

STANDARD HOCKEY GAME – Has natural varnish finish playing surface. Dimensions the same as T-3336. No return ball feature.
T-3337. . . EACH $10.64. . . SUGGESTED RETAIL $7.95

BASEBALL GAME – A complete game of ball can be played on the imitation baseball diamond and field. Green plywood field with all regulation markings, hardwood frame. Overall size, 37½" x 14½".
T-3338. . . EACH $10.64. . . SUGGESTED RETAIL $7.95

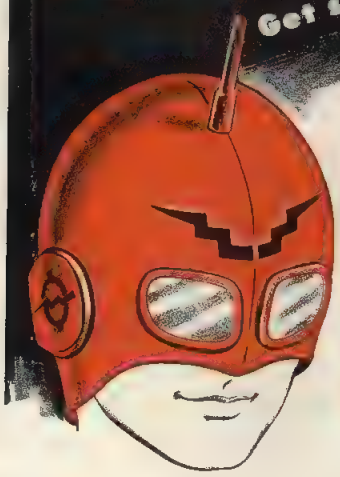
TABLE MODEL POOL TABLE – Size 15" x 25" x 38". Metal frame with grain design, masonite base with green flocking. Rubber cushions, return ball runway. Numbered balls, rack, cue ball and two cues included.
T-3339. . . EACH $9.50. . . SUGGESTED RETAIL $6.95

FLOOR MODEL POOL TABLE – Size 40" x 22½" x 26". Finished in ivory enamel with maroon trim. Streamlined design, sturdy, non-warping playing surface and frame. Double braced legs, special cushions are some of the fine features of this table. Complete equipment included.
T-3340. . . EACH $33.10. . . SUGGESTED RETAIL $29.25

FLOOR MODEL POOL TABLE – Same as T-3340 but larger size. Length 42", 23¾" wide and 27" long. 34" maple cues.
T-3341. . . EACH $43.70. . . SUGGESTED RETAIL $30.50

WOW!

Get set for rocketing sales!



It's TAKE-OFF TIME
for the
"MAN FROM MARS"

SPACE HELMET

(with secret eyes!)

Fasten your safety belts and batten down the forward turret! Get ready for an atomic ride on the hottest sensation this side of Ganymede! Here's the "Man from Mars" SPACE HELMET . . . complete with S-E-C-R-E-T EYES that let young space princes and princesses LOOK OUT, without the enemy being able to look in! And don't miss that antenna and bright lightning-flash decorations. Made of durable rubbers. Brilliant eye-catching colors. Individually packaged.

Sells for 69 down-to-earth cents!

Don't get left behind!
Get your order in now!

DA

DEWEY and ALMY
Chemical Company
Cambridge 40, Mass. Montreal 32, Canada

MAKERS OF: Famous DARFX Rubber Playballs • Toy Balloons • Doll Faces • Bladders and other Rubber Toys

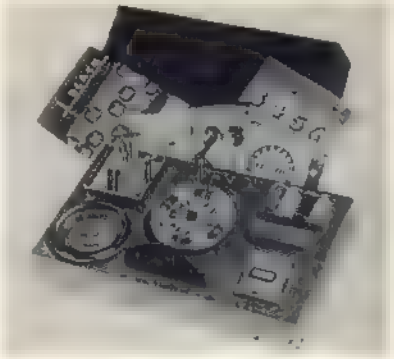
New Toys on Parade

Peter Pan String Marionettes

Youngsters may play out scenes from Walt Disney's *Peter Pan* with the string marionettes of PETER PUPPET PLAYTHINGS, INC., Long Island City, N. Y. They are manipulated with simplified one piece control. Captain Hook, Wendy and Peter Pan all have movable mouths and are costumed in exact replicas from the film. Retail price is $2.98 each.

Climbing Device

The *Merriplay* Monkey-Climb of THE GOSHEN MFG. CO., Goshen, Ind., is made of selected woods, built on ladder principles, and fully bolted to assure maximum strength and durability. It is easily assembled, colorfully finished in weather resisting enamels and occupies approximate ground space 5' x 7½'. Height overall is 6'.



die and spinning wheels, in gold-plated plastic with instruction sheet; Chuck-A-Luck, known as the bird cage game in silver plated plastic on black base, with dice, betting layout and instructions, 5 regular ¾" dice and 100 plastic unbreakable chips, ⅞" size.

The set is gift boxed and retails for $5.95.

"Party in a Package"

The E. S. LOWE CO., 200 Fifth Ave., New York City, is marketing its No. 50 Monte Carlowe Game Set—a collection of famous casino games in one package—said to provide everything necessary to successfully entertain any size group of people.

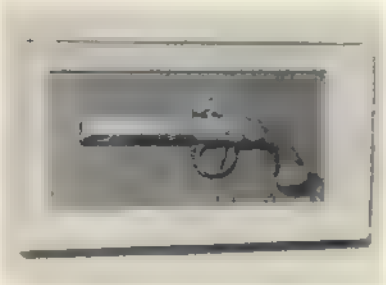
The set includes: Wheel of Fortune parimutuel horse race, a replica of the famous wheel of fortune together with betting layout and instructions, a roulette wheel of black plastic with silver plated spinner and layout and instructions; the Little Bandit Slot Machine, non-coin operated with han-

Antique Pistols

The swashbuckling days when America was pushing back its wild frontiers, and every man carried a gun, are brought vividly to life in a beautiful new set of 8 simulated antique pistols crafted by LEE GUNSMITHS, 9012 Cooke Rd., Elkins Park Pa.

Made to add a rich masculine touch to a man's or boy's den, library, or other hide-away, these antique pistols are authentic full-size reproductions of rare and costly old-time pieces.

The solid composition guns are mounted in handsomely-finished modern shadow boxes, on colorful flocked "velvet" background. Overall measurement of the shadow box is 7"x12". Built-in hooks make for easy hanging and simulated gold nameplates give the name of the pistol and the date when it was in use. With each gun comes a history of the part the pistol played in its own era.



There are 8 styles now available: the "Sam Pan" gun, vintage 1858, an authentic reproduction of a piece used by pirates on the China coast in the days when Admiral Perry was opening Japan to the world; the Pin Fire (1850); the Boot Gun (1846); the Over and Under gun (1855); the Pepper box (1856); the Elliot (1860); Percussion Cap Pistol (1857); and the Derringer (1854). Priced to retail at only $4.95 each (two for $9; three for $13.50; four for $17; complete set of eight, $30), the guns make thoughtful and unusual gifts, and come handsomely gift packed.

Holster and Gun Catalog

SERVICE MFG. CO., INC., 120 E. 16th St., New York City, makers of a complete line of genuine leather and other holster and gun sets, has released its illustrated 74-page *S-Bar-M* catalog for 1953. Many new styles have been added to the line this year, and all feature authentic Western styling and detail.

ADVERTISED IN LIFE

AMERICAN GIRLS AND BOYS

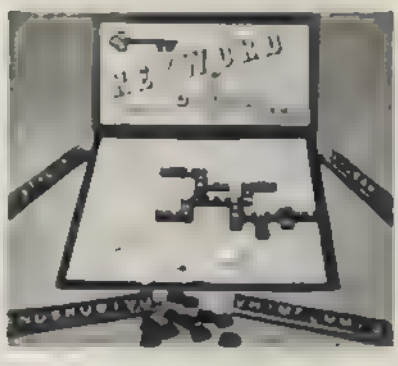
stores...or write manufacturer for name of nearest dealer.

AMERICAN TOYS

Easy-Pedal
SUPER-TRACTOR

Watch it go! This realistic heavy gauge steel

F. C. CASELLI COMPANY
200 Fifth Avenue
New York 10, N. Y.



KEYWORD
Crossword Game

The Best of All
Crossword Board Games

favorite with all

No. 685
$3.00 Set

PARKER BROTHERS INC.
Salem, Mass.

Kahnes's Delightful
MINIATURE DOLL CRAFT

ade display doll. For ages 7 to 14 — $2.00 + Others at $1.00

KOHNER BROS.
155 Waverly Street, N. Y. 12, N. Y.

LITTLE COUNTRY DOCTOR
Plastic Visiting Kit

$2.98. Others at $1.98 $1.00

TRANSOGRAM COMPANY INC.
200 Fifth Ave. New York 10, N. Y.

Completely Equipped
CHINA CABINET

Housekeeping on a miniature scale! This high metal cabinet, with Pennsylvania Dutch design contains everything little girls need for baking, serving. Holds 40 pieces, including pottery-colored for 4, spice set, canisters, mixing bowl, baking dish, ware." For ages 4 to 9 it's a wonderful toy — "It's Ideal." $5.98

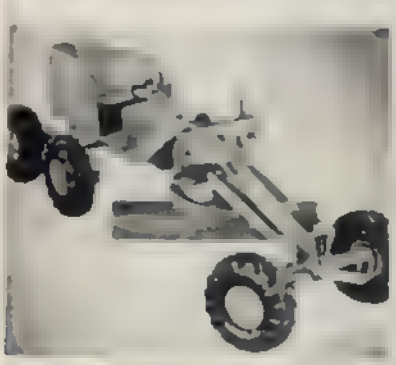
IDEAL TOY CORPORATION
200 Fifth Avenue
New York 10, N. Y.

Building Set No. 7
GILBERT ANCHOR BLOCK

Your young builder

to 10 $5.00

THE A. C. GILBERT COMPANY
Erector Square, New Haven, Conn.



Famous Adams
ROAD GRADER

Heres a lively authorized ing model of the famous Adams Road Grader. Travels smoothly over the roughest ground (thanks to steerable "knee action" front wheels and rear wheels blade adjusts hard grav

to 12 $13.95

THE CHAS. WM. DOEPKE MFG. CO.
Hamersville, Ohio

Year Round
LONE RANGER SPORTS KIT

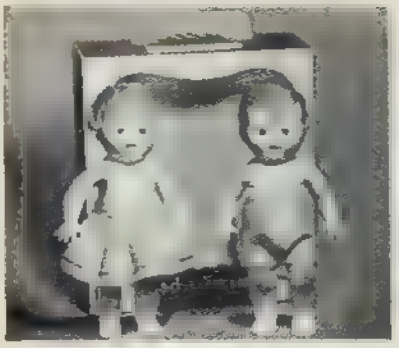
Barberton, Ohio

ADVERTISED IN LIFE

AMERICAN-MADE TOYS FOR

AMERICAN TOYS

These American-made toys are now on sale at your local retail



Double Fun!

"TOD-L-TWINS" SET

Two cuddly little bundles of charm with dimpled knees [illegible] a boy doll, one a girl [illegible] with [illegible] Both [illegible] Just right [illegible] Ages [illegible] to 6 [illegible]

THE SUN RUBBER COMPANY
Barberton, Ohio

Now Geography's Fun!

UNITED STATES BINGO

[illegible] 16 full-color cards showing states, points of interest, 96 product markers [illegible] 12 [illegible] $3.98

SAM'L GABRIEL SONS & CO
200 Fifth Avenue
New York 10, New York

"OLD WOMAN OF THE LACING SHOE"

[illegible] by practicing on this gay large-scale model. Constructed of wood, patterned after "The old woman who lived in the shoe" [illegible] Shoe has two long laces with easy to handle tips. $3.00

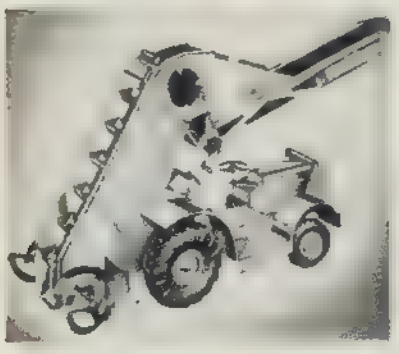
HOLGATE BROTHERS CO
Kane, Penna.

Trouble Shooter

WRECKER TRUCK

Here's an exact replica of a real wrecker truck built to weather years of active play. Backs up to any "disabled" toy vehicle. Crank operates chain hoist hooks for towing. Heavy steel construction with metal wheels, steel axles. An action toy for 4 to 10 year olds. $1.98.

BANNER PLASTICS CORPORATION
200 Fifth Avenue
New York 10, N. Y.

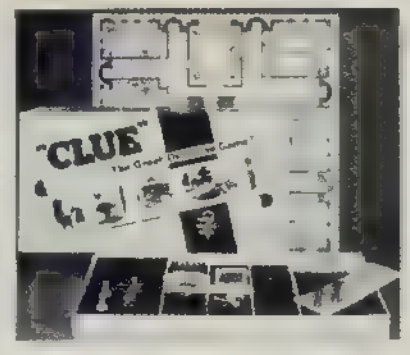


Barber-Greene

BUCKET LOADER

[illegible] will want to play with this too. Realistic Model [illegible] earth or sand into [illegible] up. Bucket [illegible] and conveyor belt for completely coordinated operation. Bucket Loader rolls along on 4 big rubber-tired wheels. Ages 4 to 12. $18.95.

THE CHAS. WM. DOEPKE MFG. CO.
Reasmoyne, Ohio
Creative Metal-Craft



CLUE

The Great Detective Game

A GREAT SELLER. Exciting and of intense interest throughout. Fascinating to adults and teen-agers alike. CLUE has many enjoyable features [illegible] new in this age of [illegible] for as many as six players - and is a [illegible] game that would [illegible] $3.00.

PARKER BROTHERS INC.
Salem, Mass.

Creative Metal-Craft

TAPPING SET

Designed by Carlton Dank [illegible] imprinted with designs, ply wood mounting boards, nails, stain, brush, sandpaper, etc. Complete materials for making wall placques, tie rack, desk tray, stationery rack, etc. Ages 6 to 14. $2.98. Other sizes $1.98 and $3.98.

HANDICRAFT CREATORS, INC.
82 Schenectady Avenue
Brooklyn 13, N. Y.

Ride 'Em, Cowboy

ROCKING HORSE

[illegible] of rugged wood and steel with roomy saddle-type seat and extra-safe hand grips. Gleaming bells on reins jingle merrily as your little cowboy or cowgirl "rides the range." Ages 2 to 6. $4.00.

THE H. H. HILL BRASS CO.
East Hampton, Conn.

EXTRA PARRIS SHOOTING STAR EXTRA

Vol. I—No. 1 Pre-Toy Fair Edition Savannah, Tennessee

NEW MILITARY GUNS UNVEILED BY PARRIS!

#10 Small Fry Clicker TraineRifle, 23½ inches long

#10 Junior Clicker TraineRifle, 27½ in.

#10 Clicker TraineRifle, 35½ in.

#10 Super TraineRifle 35½ in.

M-1 Cork-Shooting TraineRifle

This favorite lever-action model and five other sizes of cork-shooters are offered by Parris.

PARRIS MFG. CO.—Savannah, Tenn.

EASTERN SALES OFFICE, RM. 453, 200 FIFTH AVE. BLDG.

A Sponsor Of The National Catfish Derby

One For Each Age

Tough as the Marines themselves, these realistic TraineRifles are designed to provide hours and hours of safe fun for boys. Each has true bolt action, clicker and sling.

See 'Em At Toy Show

Complete line of Parris guns will be on display at New York Toy Fair in March. New models as well as all-time favorite Parris cork-shooting rifles and pistols are coming off assembly line NOW.

PRICE REDUCTION!

Increased production in our new plant at Savannah, Tennessee, has made it possible to give healthy price reductions on Parris guns for 1953.

Send In Coupon Now

FOR NEW PRICES, DISCOUNTS

PARRIS MFG. CO.
Savannah, Tennessee

Please send me NEW 1953 price list for Parris TraineRifles at no obligation. Also send samples of:

☐ Clicker Models ☐ Cork-Shooters and bill me at regular discount.

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____

IT'S A REAL 1953

TRAFFIC STOPPER

IMPACT at the Point of Sale

This new *Model* Toy display unit will really *stop traffic* for you in the window or in the store—quickly boosting your *Model* Toy sales and profits! With this cleverly designed fixture, you can focus attention on *better-built, higher-profit Model* Toys, effectively separating them from lower-priced toys of cheaper construction.

ATTRACTS EVERYONE !
With its realistic "road block" design, and red lantern, this display unit is a sure-fire "attention-getter," instantly attracting adults as well as youngsters.

DESIGNED TO SELL !
The unit is open on all sides. Customers can see *Model* Toys from every angle—can *examine* and *operate* them—actually *sell themselves* on these fascinating toys.

REQUIRES LITTLE SPACE !
The display unit takes up little floor space, yet is big enough to be seen from any part of your toy department.

Millions are reading about **Model® TOYS** in national magazines, and they're shopping for them every day! Get your share of *Model* Toy sales with this powerfully appealing display unit.

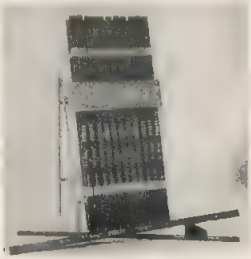
PRICED AT ONLY $20.00 F.O.B. FACTORY
(Half of actual factory cost)
Order *now* from your wholesaler!

MODEL TOYS ARE MADE ONLY BY THE CHAS. WM. DOEPKE MFG. CO., Inc., ROSSMOYNE, OHIO

THREE "OLD-TIME" ITEMS FROM BILLINGSLEY-COSLOW

The Billingsley-Coslow Manufacturing Company, 9506 Radio Drive St. Louis County 23, Mo., known as a display advertising firm, has entered the toy field with the introduction of three items that are fresh versions of three oldtime plaything favorites.

They are Hi-Boy Stilts, Hoop-n-Poosh —a hoop rolling set—and Tipi Sets, which



comprise a pair of paddles and a like number of "tipis," blocks with pointed ends. This last item, a game playable by two or more, is accompanied by instructions for playing Tipi, which involves tapping the block into the air and then batting it at one of the points before it hits the ground; Tipi Golf and Goal Tipi.

The stilts retail at $3.98, the Hoop-n-Poosh at 79 cents, and the Tipi Sets, 98 cents. The manufacturer states further that dealers, jobbers and sales representatives are invited to submit inquiries for additional information.

M.I.A. TRADE SHOW WILL PRESENT "MODEL" STORE

How to make the best use of available space is a problem facing many hobby dealers today. The M.I.A. will help solve this problem at the Convention and Trade Show at Chicago's Hotel Morrison, January 31 to February 5, with a completely stocked "Model" Hobby Shop.

The "Model Store" has been planned with the help of store fixture manufacturers, lighting engineers and merchandising experts. The store will be constructed on the exhibition floor and will feature the best and most modern ideas in store layout and design as they have been adapted for the hobby shop.

All fixtures have been chosen for their ready availability and adaptability to different store layouts and the particular requirements of the hobby store. A complete hobbycraft stock will be installed and point-of-sale displays and selling aids, supplied by the leading manufacturers, will be featured.

The designers have taken into consideration the requirements of partial modernization or improvement made over a period of time, as well as an all-inclusive remodelling of the existing store.

Still a leader in

VOLUME SALES

Millions are amazed at this

OLD-TIME FAVORITE

Catalog for Wholesalers

THE BEISTLE COMPANY

DISPLAY: 200 FIFTH AVE., NEW YORK
MAINE OFFICE, SHIPPENSBURG 1, PENNA.

J. CHEIN & COMPANY

Showrooms:
200 FIFTH AVENUE, ROOM #228

Offices.
714 BROAD ST., NEWARK, N. J.

Booking Orders Now for:

EASTER TOYS:

(MECH. & PULL TOYS)
AS CANDY CONTAINERS
AND TIE ONS

SUMMER TOYS:

SAND PAILS AND SHOVELS
WATERING CANS
SAND SIEVE SETS
ACTION SAND TOYS
MECH. MOTOR BOATS

YEAR ROUND ITEMS:

BANKS TOPS - DRUMS — TEA-SETS
MECHANICAL TOYS
SPARKLERS, GUNS, ETC.

SCORE A New High with Deco

America's Largest line of

QUALITY DARTS & DART BOARDS

Retailing from 29¢ to $18.50

DESCRIPTIVE CATALOG AVAILABLE

Contact Your Jobber or Write us Direct

DARTBOARD EQUIPMENT CO.
2000 NORTH 10th STREET - PHILA. 22, PA.
SAM & HERBERT DIELICH — BERNARD HICKS, INC. — THE TOY MARKET
New York City — San Francisco, Cal. — Chicago, Ill.

Allied Sales Co., Atlanta 3, Ga. — Arthur Bloch, Dallas, Texas

---

IN THE SPRING— a Young Man's Fancy Turns to MODEL TOYS!

What a thrilling toy for Spring and Summer playtime! The Model Barber Greene BUCKET LOADER—exciting reproduction of the powerful machine that fills huge trucks on big construction jobs!

And what a toy for boosting toy sales volume! This toy, and *all* Model Toys, are in top demand during the outdoor season, so feature them in your displays!

Model TOYS

THE CHAS. WM. DOEPKE MFG. CO., Inc.
ROSSMOYNE, OHIO

SPRUCED UP FOR EASTER!

EXCLUSIVE CENTAUR FEATURES

- Velvet-Smooth, Playable, Pliable Plastic
- Non-Toxic, Life-Like Plastic Materials
- Delightful Animation for Children and Grown-Ups
- Mounted on Sturdy, Hard Plastic Base
- Name Decals Give Popular Nicknames of Animals
- Now More Brilliantly Hand Painted
- So Easy to Turn

ANIMATED FARM ANIMALS

IN PLAYABLE, PLIABLE PLASTIC (CENTAUR ANIMATED CREATIONS)

Patents Pending

DUCKY

Rolls his head and opens his mouth oh so wide. He too is a brilliant yellow and has orange legs and bill. Eyes are blue.

CHICKY

Newest addition to Centaur Farm Animals. Turn the crank and Chicky rolls his head, opens his mouth and flutters his wings. Breaking out of white egg, Chicky is a brilliant yellow with blue eyes on blue base.

FLOPPY

The lovable happy-go-lucky rabbit with long floppy ears. He munches his carrot and shakes his head. Floppy is pink with red ears and red carrot. Eyes are blue and teeth white.

EASTER IS BIG PROFIT SEASON

When you display Centaur Animated Farm Animals... just right for Easter Parties, Games, Tie-Ons, Gifts.

ORDER NOW!

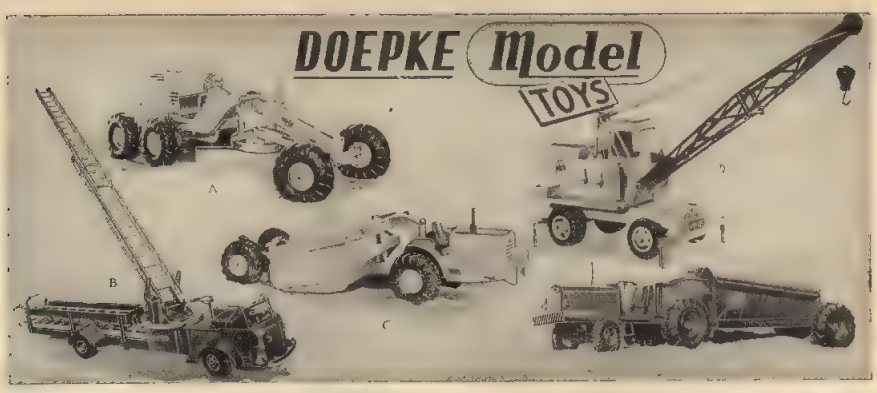
Plan to cash in for quick EASTER SALES!

Assortment #54

Animated Farm Animals for Easter
4 Floppy the Rabbit, 4 Ducky the Duck, 4 Chicky the Chicken per colorful Dozen Display Box as illustrated. Also available in solid pack or in any combination you may desire to the dozen. (suggested 40c retail each)

MANUFACTURED AND COPYRIGHTED BY

CENTAUR PRODUCTIONS *Burbank, California*



(A) ROAD GRADER Authorized reproduction of Adam's Road Grader. All steel with Goodyear rubber tires. Tandem mounted wheels. Scraper blade turns in 90° arc and adjusts three ways. Length, 26 in.; wt., 14 lbs.

7941A930
7941AK883—3 or more ..... Retail $13.95

(B) AERIAL LADDER TRUCK –Made of heavy gauge steel and aluminum with stainless steel trim. 6 famous make rubber tires. Aluminum ladder elevates to nearly 4 ft. with thumb screw action, non-skid ladder base rotates to 360°. Complete with scaling ladders, siren, bell and mock searchlight. Dual rear wheels—steerable front wheels, lucite windshield. Overall length, 33 in.; height, 42 in.; wt., 11 lbs.

7942A1063
7942AK1010—3 or more ..... Retail $15.95

(C) HEILINER SCRAPER—Authentic realism and matchless quality combine to assure the success of this new model toy. Scoops up earth to load itself, hauls it away and dumps it. Hydraulic action. Length, 29 in ; wt., 12¾ lbs.

7938A1063
7938AK1010—3 or more ..... Retail $15.95

(D) UNIT MOBIL CRANE—Authentic working model of famous Unit Crane. All steel die-cast wheels, Goodyear rubber tires. Gear cab swings a full 360°. Removable engine hood. Realistic motor sounds. Clam shell included. Boom length, 19½ in.; overall, 11¾ in.

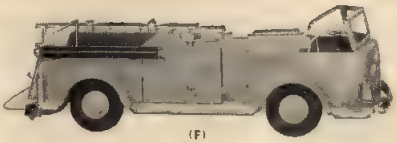
7943A930
7943AK883—3 or more ..... Retail $13.95

(E) EUCLID TRUCK—True working model Tractor unhitches and may be used separately. Steerable front wheels with 3 point suspension. Loads and dumps with a flick of the switch. All steel, six Goodyear tires. Length, 37 in.; wt., 11 lbs.

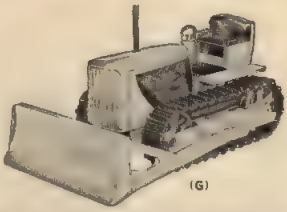
7950A930
9750AK883—3 or more ..... Retail $13.95

NY-LINT HOUGH PAYLOADER—The loaded bucket is raised to any height by a crank, then catch is tripped to dump load. Payloaders dig, load and carry all types of materials; bulldoze, level, grade or remove snow; hoist, push or pull. Heavy gauge steel construction. Electrostatically sprayed baked enamel finish. Front wheels steer. 18" long.

7948A535 ..... Retail $7.95



(F)



(G)

(F) AMERICAN-LA FRANCE PUMPER—Actually shoots streams of water. Includes auxiliary ladder, fire extinguishers, bell, rubber hose on reel and hard suction hose. Hose attaches to pump operated pressure water tank, shoots stream of water Heavy steel, fire engine red enamel finish. Rubber tires. 18⅝" long.

7949A1063
7949AK1010—3 or more ..... Retail $15.95

(G) CATERPILLAR DC TRACTOR AND BULLDOZER—Built to work like the real machine. Scraper blade adjusts from the driver's seat and treads operate independently for sharp turns. Realistic Diesel engine and a draw bar for towing other toys. Red and yellow enamel finish on all steel Rubber tires. 15" long.

7951A863
7951AK820—3 or more ..... Retail $12.95

NY-LINT TOURNAHOPPER—Faithful reproduction of the real thing. Clamshell type dump gates slide aside across full width of bottom opening so big hopper empties clean. Front power unit is double pivoted to hopper so model can snake and turn across rough ground just like real earth movers. Heavy steel, baked enamel finish, 22½" long.

7947A535 ..... Retail $7.95

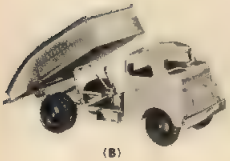
STRUCTO "LIVE-ACTION" TOYS

(A)

(A) PACKAGE DELIVERY TRUCK—Reinforced steel body with 14 gauge stakes and 6 rubber wheels. Orange cab, green body and natural aluminum chassis. Chain gate on rear. 13" long, 5⅝" wide, 5" high
77010A220.....**Retail $3.29**

(B) SHOVEL DUMP TRUCK—Body is raised by crank. Has 6 rubber wheels. Heavy gauge steel construction. Orange cab, dark blue body and natural aluminum chassis 12¾" long, 5⅝" wide, 5" high.
77011A220.....**Retail $3.29**

(C) DUMP TRUCK—Made of heavy gauge steel. 20x6¾ x6¾". Box raises and lowers automatically. Hood raises. Finished in red.
77298A220.....**Retail $3.29**



(B)

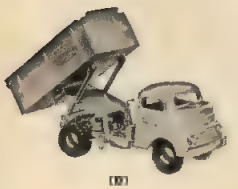
(D) HI-LIFT DUMP TRUCK—Wind-up truck with clock spring motor and brake. Hi-lift dump body raised with crank. Six rubber wheels, front wheels adjustable. Natural aluminum chassis, red cab and blue body. Size, 12½ x5⅝x5⅞ in.
77020A267.....**Retail $3.98**

(E) STRUCTO UTILITY TRUCK—Top opens automatically to allow bucket to dump load. Truck also dumps. Rubber wheels. Hood raises. Fire ball play motor. Size 21½x6½ x7⅜ in.
77014A335.....**Retail $4.98**

(C)

(F) HEAVY DUTY STEAM SHOVEL—Crank controls automatic unloading of shovel. Cab revolves. Size, 21¼x6½ x7¾ in. Finished in blue. Rubber tractor treads.
77022A220.....**Retail $3.29**

(G) SUPER DELUXE EXPRESS TRUCK—Zinc alloy die cast detachable cab. Extra heavy gauge steel body with removable steel sides and chain gate on rear. 14 wheels in all. Heavy rubber tires. Retractable landing gear. 22" long, 6" high, 5¾" wide.
77245A400.....**Retail $5.95**



(D)

(H) TRUCK AND STEAM SHOVEL—Two toys for the price of one. Truck, 2½x6¾x6¾ in. Steam shovel, 21 in. with rubber tractor treads. Made of heavy gauge steel. Rubber tires.
77013A435.....**Retail $6.49**

(J) STEEL CARGO TRAILER—Natural aluminum chassis, red trailer, blue cab. Reinforced trailer, retractable landing gear, 14 rubber wheels, floating tandem duals. 20¾x 5⅝x5⅜ in.
77027A313.....**Retail $4.69**

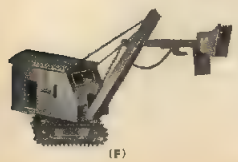
(K) TRANSPORT TRAILER—Blue cab, red trailer, natural aluminum chassis. Rear doors open. Reinforced trailer, retractable landing gear, 14 rubber wheels. Size, 21⅜x 5⅝x7⅜ in.
77023A400.....**Retail $5.95**

(L) WRECKER TRUCK—Wind-up truck with clock spring motor and motor brake. Crank operated winch with steel chain, also tow chain. 6 rubber wheels, front wheels adjustable. Red cab, grey body, natural aluminum chassis. 12⅛x5⅝x5⅛ in.
77018A267.....**Retail $3.98**

(E)

(M) SUPER DELUXE HIGHWAY TRUCK—Zinc alloy cast detachable cab Extra heavy gauge steel body. Decorative decals on sides. Double rear doors. Rubber tires. 14 wheels in all. Retractable landing gear. 22" long, 8¾" high, 5⅝" wide.
77246A465.....**Retail $6.95**

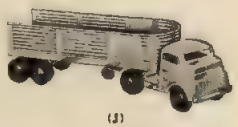
(N) STRUCTO ROAD GRADER—Amazingly low priced. Heavy gauge steel. Six heavy duty rubber tires. Scraper blade rotates, raises, lowers and tilts. Length 18 in. Width 7 in. Height 7½ in.
77297A335.....**Retail $4.98**



(F)

(G)

(H)

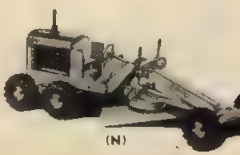


(J)

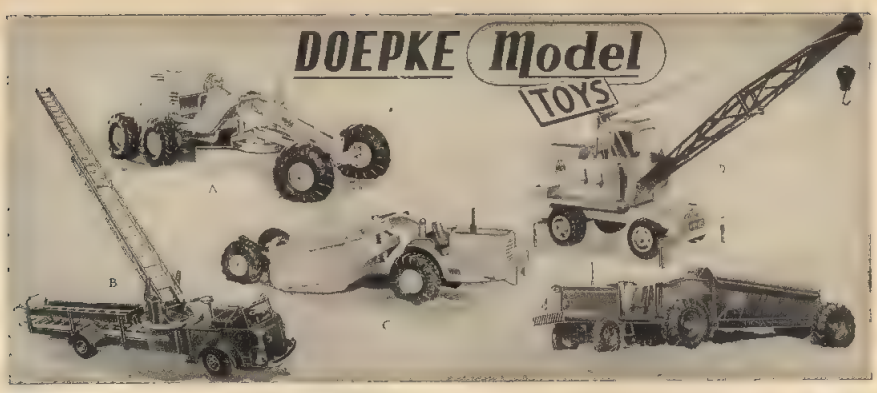
(K)

(L)

(M)



(N)



(A) ROAD GRADER Authorized reproduction of Adam's Road Grader. All steel with Goodyear rubber tires. Tandem mounted wheels. Scraper blade turns in 90° arc and adjusts three ways. Length, 26 in.; wt., 14 lbs.

7941A930
7941AK883—3 or more ..... Retail $13.95

(B) AERIAL LADDER TRUCK –Made of heavy gauge steel and aluminum with stainless steel trim. 6 famous make rubber tires. Aluminum ladder elevates to nearly 4 ft. with thumb screw action, non-skid ladder base rotates to 360°. Complete with scaling ladders, siren, bell and mock searchlight. Dual rear wheels—steerable front wheels, lucite windshield. Overall length, 33 in.; height, 42 in.; wt., 11 lbs.

7942A1063
7942AK1010—3 or more ..... Retail $15.95

(C) HEILINER SCRAPER—Authentic realism and matchless quality combine to assure the success of this new model toy. Scoops up earth to load itself, hauls it away and dumps it. Hydraulic action. Length, 29 in ; wt., 12¾ lbs.

7938A1063
7938AK1010—3 or more ..... Retail $15.95

(D) UNIT MOBIL CRANE—Authentic working model of famous Unit Crane. All steel die-cast wheels, Goodyear rubber tires. Gear cab swings a full 360°. Removable engine hood. Realistic motor sounds. Clam shell included. Boom length, 19½ in.; overall, 11¾ in.

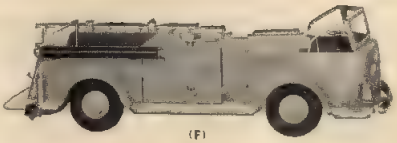
7943A930
7943AK883—3 or more ..... Retail $13.95

(E) EUCLID TRUCK—True working model Tractor unhitches and may be used separately. Steerable front wheels with 3 point suspension. Loads and dumps with a flick of the switch. All steel, six Goodyear tires. Length, 37 in.; wt., 11 lbs.

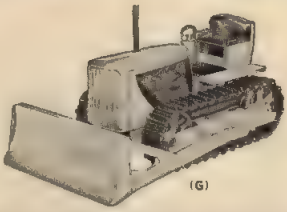
7950A930
9750AK883—3 or more ..... Retail $13.95

NY-LINT HOUGH PAYLOADER—The loaded bucket is raised to any height by a crank, then catch is tripped to dump load. Payloaders dig, load and carry all types of materials; bulldoze, level, grade or remove snow; hoist, push or pull. Heavy gauge steel construction. Electrostatically sprayed baked enamel finish. Front wheels steer. 18" long.

7948A535 ..... Retail $7.95



(F)



(G)

(F) AMERICAN-LA FRANCE PUMPER—Actually shoots streams of water. Includes auxiliary ladder, fire extinguishers, bell, rubber hose on reel and hard suction hose. Hose attaches to pump operated pressure water tank, shoots stream of water Heavy steel, fire engine red enamel finish. Rubber tires. 18⅝" long.

7949A1063
7949AK1010—3 or more ..... Retail $15.95

(G) CATERPILLAR DC TRACTOR AND BULLDOZER—Built to work like the real machine. Scraper blade adjusts from the driver's seat and treads operate independently for sharp turns. Realistic Diesel engine and a draw bar for towing other toys. Red and yellow enamel finish on all steel Rubber tires. 15" long.

7951A863
7951AK820—3 or more ..... Retail $12.95

NY-LINT TOURNAHOPPER—Faithful reproduction of the real thing. Clamshell type dump gates slide aside across full width of bottom opening so big hopper empties clean. Front power unit is double pivoted to hopper so model can snake and turn across rough ground just like real earth movers. Heavy steel, baked enamel finish, 22½" long.

7947A535 ..... Retail $7.95

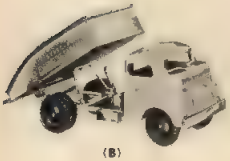
STRUCTO "LIVE-ACTION" TOYS

(A)

(A) PACKAGE DELIVERY TRUCK—Reinforced steel body with 14 gauge stakes and 6 rubber wheels. Orange cab, green body and natural aluminum chassis. Chain gate on rear. 13" long, 5⅝" wide, 5" high
77010A220.....**Retail $3.29**

(B) SHOVEL DUMP TRUCK—Body is raised by crank. Has 6 rubber wheels. Heavy gauge steel construction. Orange cab, dark blue body and natural aluminum chassis 12¾" long, 5⅝" wide, 5" high.
77011A220.....**Retail $3.29**

(C) DUMP TRUCK—Made of heavy gauge steel. 20x6¾ x6¾". Box raises and lowers automatically. Hood raises. Finished in red.
77298A220.....**Retail $3.29**



(B)

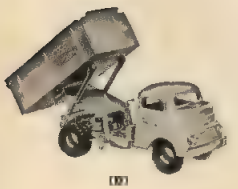
(D) HI-LIFT DUMP TRUCK—Wind-up truck with clock spring motor and brake. Hi-lift dump body raised with crank. Six rubber wheels, front wheels adjustable. Natural aluminum chassis, red cab and blue body. Size, 12½ x5⅝x5⅞ in.
77020A267.....**Retail $3.98**

(E) STRUCTO UTILITY TRUCK—Top opens automatically to allow bucket to dump load. Truck also dumps. Rubber wheels. Hood raises. Fire ball play motor. Size 21½x6½ x7⅜ in.
77014A335.....**Retail $4.98**

(C)

(F) HEAVY DUTY STEAM SHOVEL—Crank controls automatic unloading of shovel. Cab revolves. Size, 21¼x6½ x7¾ in. Finished in blue. Rubber tractor treads.
77022A220.....**Retail $3.29**

(G) SUPER DELUXE EXPRESS TRUCK—Zinc alloy die cast detachable cab. Extra heavy gauge steel body with removable steel sides and chain gate on rear. 14 wheels in all. Heavy rubber tires. Retractable landing gear. 22" long, 6" high, 5¾" wide.
77245A400.....**Retail $5.95**



(D)

(H) TRUCK AND STEAM SHOVEL—Two toys for the price of one. Truck, 2½x6¾x6¾ in. Steam shovel, 21 in. with rubber tractor treads. Made of heavy gauge steel. Rubber tires.
77013A435.....**Retail $6.49**

(J) STEEL CARGO TRAILER—Natural aluminum chassis, red trailer, blue cab. Reinforced trailer, retractable landing gear, 14 rubber wheels, floating tandem duals. 20¾x 5⅝x5⅜ in.
77027A313.....**Retail $4.69**

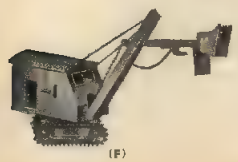
(K) TRANSPORT TRAILER—Blue cab, red trailer, natural aluminum chassis. Rear doors open. Reinforced trailer, retractable landing gear, 14 rubber wheels. Size, 21⅜x 5⅝x7⅜ in.
77023A400.....**Retail $5.95**

(L) WRECKER TRUCK—Wind-up truck with clock spring motor and motor brake. Crank operated winch with steel chain, also tow chain. 6 rubber wheels, front wheels adjustable. Red cab, grey body, natural aluminum chassis. 12⅛x5⅝x5⅛ in.
77018A267.....**Retail $3.98**

(E)

(M) SUPER DELUXE HIGHWAY TRUCK—Zinc alloy cast detachable cab Extra heavy gauge steel body. Decorative decals on sides. Double rear doors. Rubber tires. 14 wheels in all. Retractable landing gear. 22" long, 8¾" high, 5⅝" wide.
77246A465.....**Retail $6.95**

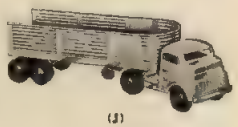
(N) STRUCTO ROAD GRADER—Amazingly low priced. Heavy gauge steel. Six heavy duty rubber tires. Scraper blade rotates, raises, lowers and tilts. Length 18 in. Width 7 in. Height 7½ in.
77297A335.....**Retail $4.98**



(F)

(G)

(H)

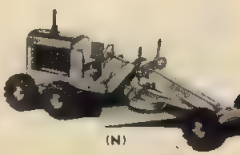


(J)

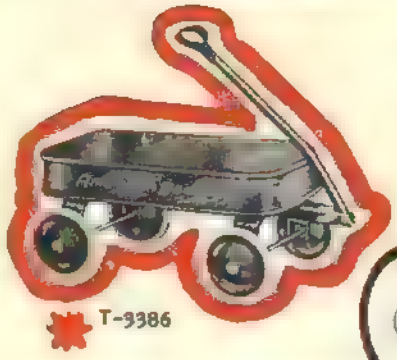
(K)

(L)

(M)



(N)

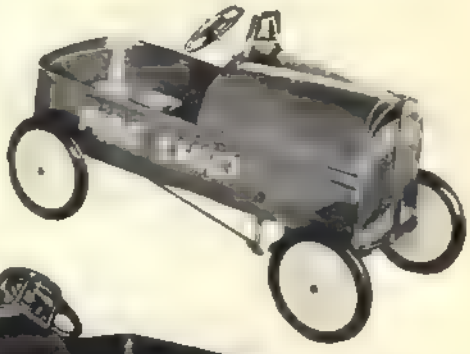


T-3386

T-3389

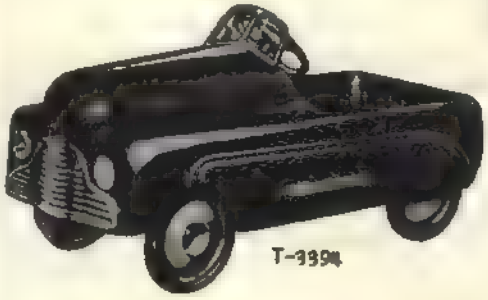
T-3387
T-3388

T-3390
T-3391



T-3393

T-3392



T-3394

AMERICAN BEAUTY WAGON – Size 20" x [illegible]" finished [illegible]

T-3386. . . EACH $3.58. . . SUGGESTED RETAIL $2.59

TRICYCLE – 10" ball bearing front wheel. Rubber tires, hand grips and pedals. 6" rear wheels. Tubular steel frame, metal saddle. Enamelled finish.
T-3387. . . EACH $12.48. . . SUGGESTED RETAIL $8.95

TRICYCLE – 16" ball bearing front wheel. Tubular steel frame, saddle, mudguard and wheel rims in bright enamel finish. Rubber tires, pedals and grips. Chromed hub caps.
T-3388. . . EACH $20.80. . . SUGGESTED RETAIL $14.95

TRICYCLE – Deluxe model with 20" ball bearing wheel, roller bearing rear wheels. Strong tubular steel frame, red enamelled with chromed handle bar, hub caps. Spring rubber top saddle. New style large balloon rubber tires.
T-3389. . . EACH $35.92. . . SUGGESTED RETAIL $24.95

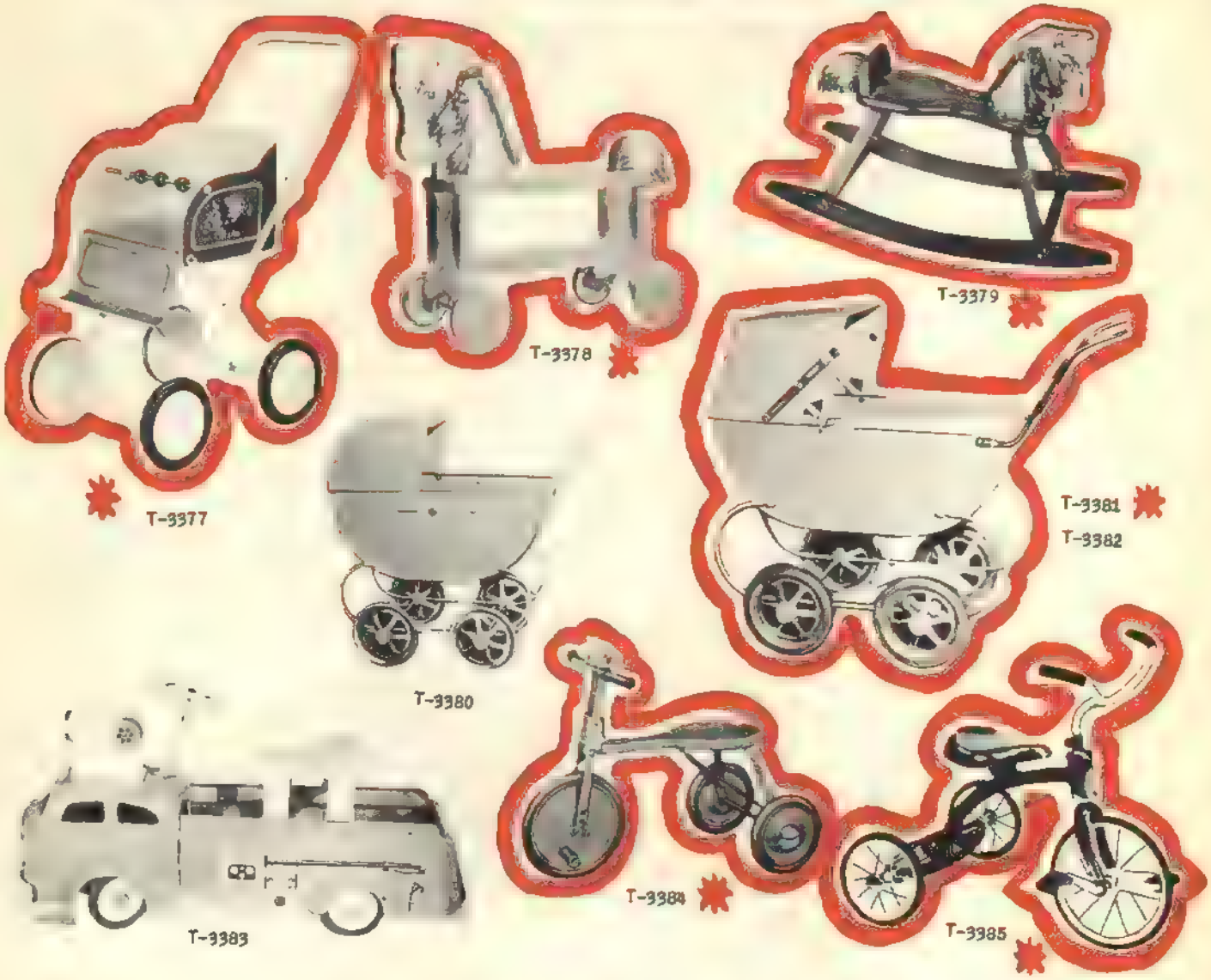
PARK CYCLE – 10" wheels with semi-pneumatic rubber tires. Tubular steel frame, metal saddle, chain guard and rounded fenders. Ball bearing crank hanger. In vermilion baked enamel with white trim. Safety Aid New style with step, 6" rubber tired wheels.
T-3390. . . EACH $39.80. . . SUGGESTED RETAIL $27.75

PARK CYCLE – 14" wheels. Design similar to the T-3390. Moulded rubber saddle with springs. Red enamel finish with white trim.
T-3391. . . EACH $43.20. . . SUGGESTED RETAIL $29.95

DELUXE PARK CYCLE – 16" spoke wheels with semi-pneumatic tires. Streamlined frame of tubular steel finished in dark blue enamel with grey and red trim. Chrome plated handle bars and truss bars. Crossbar removable. Complete with headlight, luggage carrier. Leather top saddle and SAFETY Aid.
T-3392. . . EACH $60.00. . . SUGGESTED RETAIL $41.95

BANTAM FIRE ENGINE – Finished in bright red enamel and matching trim. Length overall 34". All steel body, metal wheels with rubber tires. Complete with ringing bell.
T-3393. . . EACH $16.64. . . SUGGESTED RETAIL $11.95

COMMANDER AUTO – Streamlined all steel body, length overall 35". Baked enamel finish with chrome trim. 8" disc wheels with heavy corrugated rubber tires.
T-3394. . . EACH $23.52. . . SUGGESTED RETAIL $16.95



DOLL STROLLER – All metal, ght but sturdy, ated in Ivory and Blue enamel. Height 20 , 10½". 4½" metal wheels.
T-3377. . . EACH $9.98. . . SUGGESTED RETAIL $2.98

HORSE RIDER – 16½ lithographed, stur ring as it goes along and bel for long use.
T-3378. . . EACH $6.70. . . SUGGESTED RETAIL $4.25

ROCKING HORSE – Strong steel and wood construction, brightly lithographed and enamelled. Bell rings when rocked and bells jingle on the reins. Overall length 28", 17½" high.
T-3379. . . EACH $9.80. . . SUGGESTED RETAIL $6.98

DOLL PRAM – All metal body and hood, heavy enamel finish in Blue with Mist Grey. Rubber treaded wheels. Length of body, 16".
T-3380. . . EACH $6.00. . . SUGGESTED RETAIL $4.25

DOLL PRAM – Height 21", length 18". Silver Grey metal body with folding leatherette hood and apron. Rubber tires on spoke wheels with fender guards. Plated pusher bar and hood spreaders.
T-3381. . . EACH $10.10. . . SUGGESTED RETAIL $7.25

DOLL PRAM – Similar to T-3381 but larger size. Height, 28", length 22". Silver Grey body and leatherette hood.
T-3382. . . EACH $14.50. . . SUGGESTED RETAIL $10.50

RIDE-ON FIRE TRUCK – Realistically designed fire truck of sturdy heavy gauge steel, heavily enamelled. Complete with siren and battery operated flasher light. Length overall, 26". Metal seat and wheel. Rubber tired wheels.
T-3383. . . EACH $14.40. . . SUGGESTED RETAIL $9.95

PEDAL KAR – Sturdily of wood and metal, enamel wheels, pedals and grips. 8" front and 6" rear wheels.
T-3384. . . EACH $6.86. . . SUGGESTED RETAIL $4.95

TRICYCLE – All steel tubular frame, finished in Ivory and Red enamel. 8" front wheel. All wheels rubber tired.
T-3385. . . EACH $9.58. . . SUGGESTED RETAIL $6.95

Feadship

is a coined word meaning **First Export Association of Dutch Shipbuilders**, a group of the leading yacht builders in Holland whose collective custom yacht building experience totals over 700 years. They would welcome the opportunity to show you their superior craftsmanship and new availability to American buyers of custom or standardized yachts at substantial savings in cost. All Feadship yachts, built under close American supervision, have American power and auxiliary equipment. The yachts illustrated in these pages are only a few of the many Feadships now building for American yachtsmen. Feadship customers are always welcome to visit the yards during construction of their yachts.

DUTCH BUILT YACHTS

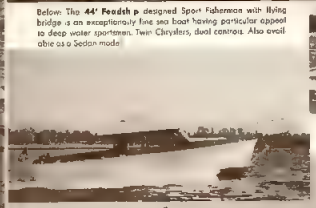
Above: A **Feadship 55'** steel Sport Fisherman recently delivered to A. J. Seaman of New Jersey. Below: A **Feadship 82'** Raised Deck Yacht now building for Alfred Epstein of Detroit. Wood construction, designed by M. Rosenblatt & Son.

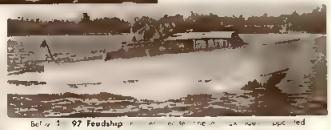
Above: This **83' Feadship** designed motor yacht now nearing completion for W. H. Perry of Virginia has a large, spacious deck salon, double planked mahogany hull, twin G.M. Diesels, all American equipment.

Left: This **71' Feadship** design built for Jesse J. Mayfair of New York is for extended cruising. Unusually large deckhouse and after deck, three double staterooms, steel hull, mahogany superstructure, twin G.M. Diesels and all American equipment.

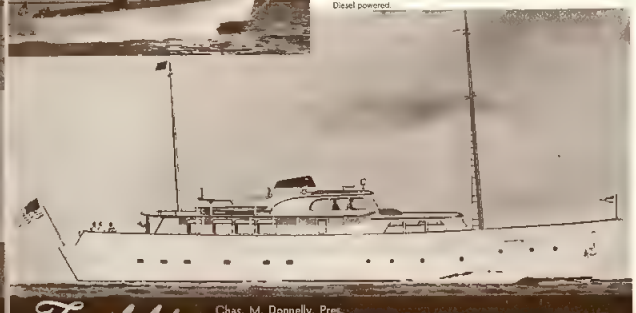
Below: Immediate deliveries are available of the popular **Feadship 30'** designed by Glenview S. Treming, Naval Architect, formerly with ELCO. Wood or steel. American power and equipment.

Below: This **44' Feadship** designed Sport Fisherman with flying bridge is an exceptionally fine sea boat having particular appeal to deep water sportsmen. Twin Chryslers, dual controls. Also available as a Sedan model.





Below: This **97' Feadship** [illegible] specified motor yacht now building for [illegible] of a prominent ship owner who is planning extended voyages in European waters. All steel, G.M. Diesel powered.



Feadship Chas. M. Donnelly, Pres.

QUEEN OF THE 1956 BOAT SHOWS

The **Feadship 35' Capri** sets the pace for cruising pleasure with accommodations that include three double staterooms, two bathrooms and shower, large deckhouse lounge, spacious after deck. Steel hull, teak decks and superstructure of superb Dutch craftsmanship. Twin G-M Diesels, finest American equipment including Bendix Photo-Electric Pilot, Raytheon Fathometer, electric refrigerator and deep freeze.

Feadship

Left: A Sailing Ketch with the Comforts of a Motor Sailer, the **Feadship 45'** is a moderate sized yacht planned for extended cruising. Designed by A. Mason, now being built with American equipment in one of Feadship's seven yards. Chrysler powered L.W.L. 35', beam 12' 10", draft 4' 6", board down 7'0"

Above: This palatial **Feadship 122'** now under construction embodies every comfort and convenience for luxurious living and cruising. Steel hull, teak superstructure, twin G.M. Diesels, all American equipment. Beam 22' 4" draft 6' 7" Double planked mahogany, optional interior layouts available.

Left: This luxurious **91' Feadship** now building for an East coast yachtsman has a double planked teak hull, teak superstructure, twin G.M. Diesels and all American equipment. Beam 19' 0", draft 5' 6"

Feadship

Chas. M. Donnelly, Pres.

73 Greenwich Avenue, Greenwich, Conn. Telephone: Greenwich 8-7600

FOR PROFITS,

Follow the leader!

Doughboy leads the plastic inflatable field in sales, in product quality, in national advertising promotion . . . *And this is only the beginning!*

Anticipating another record-breaking year, Doughboy is further increasing production on next summer's toys and pools. Both old and new designs are now being turned out *in unprecedented quantities*. So plan today for '53 summer profits. Write for catalog sheets to — **DOUGHBOY INDUSTRIES, INC., New Richmond, Wis.**

DOUGHBOY SALES AGENTS: New York, New York, Doughboy Sales Office, 200 Fifth Ave. • **Atlanta, Georgia,** Atlanta Toy Mart, Inc., 84 Tenth St., N.W. • **Chicago, Illinois,** J. H. Eyerly & Associates, 1442 Merchandise Mart • **Denver, Colorado,** W. E. Bergstrom Sales Co., 623 Exchange Bldg. • **Dallas, Texas,** Ben G. Thigpen, 2554 Overton Rd. • **Minneapolis, Minn.,** Leslie E. Taylor, Merchandise Bldg. • **Seattle, Washington,** Ward Francis Company, Terminal Sales Bldg. • **Los Angeles, Calif.,** Ward Francis Company, 527 W. 7th St

POWERFUL ADVERTISING, PROMOTION TO PUSH DOUGHBOY TOYS AND POOLS

BIG CIRCULATION MAGAZINES bring the Doughboy story to carefully-selected readers. LIFE, with its unequalled number of readers, is joined by BETTER HOMES and GARDENS with its home-and-family-loving audience. COUNTRY GENTLEMAN opens up the rich rural market; HOUSEHOLD goes into small towns; PARENTS' readers all have children to buy for; LIVING FOR YOUNG HOMEMAKERS has an audience with incomes that permit the best in toys.

Full page LIFE color ad sparks campaign for '53 summer line

Ad schedule pre-sells Doughboy to magazine audience of 70 million

Starting in April, Doughboy advertising builds up to the peak selling season:

	April	May	June
Life			x
Better Homes and Gardens	x	x	x
Country Gentleman	x	x	x
Parents'	x	x	x
Household	x	x	x
Living for Young Homemakers	x	x	x

. . . plus a consistent schedule in TOYS & NOVELTIES, PLAYTHINGS, and advertisements in RETAILING DAILY, POST EXCHANGE, SPORTING GOODS DEALER, and HARDWARE AGE.

Spearheading its sales drive with a full-page color ad in the June 7th issue of LIFE magazine, Doughboy Industries, Inc., is putting heavy advertising and promotional pressure behind its 53 summer line of inflatable plastic toys and pools.

The tremendous circulation and merchandising power of LIFE is backed up by a solid schedule of advertising in other big-circulation magazines: *Country Gentleman, Better Homes and Gardens, Parents', Household,* and *Living for Young Homemakers.*

Supplementing this magazine advertising schedule is a bonus circulation of some 60,000,000 newspaper readers who will see retail advertisements featuring Doughboy merchandise.

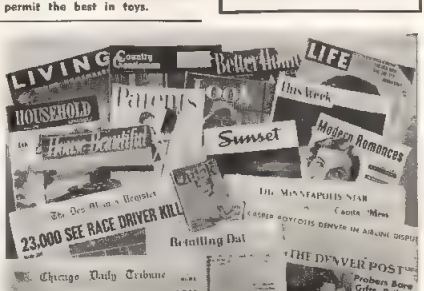
POTENT RETAILER AIDS

A complete free kit of Doughboy advertising and merchandising helps is available to dealers. It includes display ideas, mats, glossies and electros, along with suggestions for newspaper, radio and TV advertisements.

Other available dealer aids are: LIFE ad reprints and window streamers. Illustrated envelope stuffers complete with order blank ready for dealer imprint; full four-color catalog sheets; black and white catalog sheets available at our cost.

STRONG WARRANTY BACKS DOUGHBOY

"This Doughboy product is manufactured of the finest materials, thoroughly tested and inspected under the most rigid quality control conditions. If found to be defective in materials or workmanship, return prior to using for cheerful replacement at no further cost to purchaser."



MAGAZINES GIVE DOUGHBOY EDITORIAL BOOSTS

Doughboy Inflatables are not only one of the top advertisers in the toy field, but because of their genuine reader interest and editorial appeal, they have been frequently featured in magazine articles. The list of magazines and newspapers which have featured Doughboy in their editorial columns is a long and impressive one.

Officials at Doughboy have always felt that good, sound publicity on their line of inflatable toys was a fine support for a strong national advertising program. Accordingly, this policy has been followed to the point where Doughboy is not only a leading toy advertiser, but is also a leader in the procuring of sales-stimulating publicity.

To increase the effectiveness of its publicity, Doughboy is building a larger public relations department within its own organization.

Doughboy sales offices extend across country

Stocks of Doughboy merchandise are maintained in the Doughboy factory in New Richmond, Wis., and in Doughboy Sales Offices from coast to coast:

New York, New York, Doughboy Industries, Inc., 200 Fifth Ave.; *Atlanta, Georgia,* Atlanta Toy Mart, Inc., 84 Tenth St. N.W.; *Chicago, Illinois,* Eyerly Associates, 1442 Merchandise Mart; *Denver, Colorado,* W. E. Bergstrom Sales Co., 623 Exchange Bldg.; *Dallas, Texas,* Ben G. Thigpen, 2554 Overton Rd.; *Minneapolis, Minn.,* Leslie E. Taylor, Merchandise Bldg.; *Seattle, Washington,* Ward Francis Co., Terminal Sales Bldg.; *Los Angeles, Calif.,* Ward Francis Co., 527 W. 7th St.

Give your toys a Headstart in the sales race

MADE OF GENUINE Tekwood HARDWOOD VENEER FACED UNION KRAFT PAPER Product of UNITED STATES PLYWOOD CORP.

Yes, you can get your toys off *fast* against competition . . . by giving them the "plusses" that Tekwood offers.

For it has been *proven often* that this modern wood-and-linerboard "sandwich" makes better toys — more attractive toys - *safer* toys.

And, therefore, more *profitable* toys.

You see, Tekwood is not only flexible and lightweight — but also exceptionally *strong*. It won't buckle, split or splinter.

You can score it and partially cut it . . . to make it self-hinging.

It die-cuts cleanly and easily. Takes paint or print beautifully . . . with absolutely *no* pre-finishing.

And how important the safety factor is! Tekwood toys have no sharp edges to hurt children's fingers.

How about your colors? Are they hard to match?

We can match them exactly on orders for 50,000 square feet or more.

So don't wait another minute. Send your specifications and get full details and prices about Tekwood today.

• • •

NEW! *ask us about* **WELDWOOD HARD BOARD**
...latest addition to the list of Weldwood products

UNITED STATES PLYWOOD CORPORATION

55 West 44th Street, New York 36, N. Y.
Manufacturers of Tekwood and Weldwood® Plywood
Branches in Principal Cities • Distributing Units in Chief Trading Areas
Tekwood is a patented product—U. S. Pat. No. 1997344

Stuffed Toy Manufacturers!

DOLL FACES—FLEXIBLE SNOUTS
SLUSH MOULDED PLASTISOL FACES and HEADS

PLASTISOL
DOLL & ANIMAL HEADS
•
PLASTISOL
ANIMAL FACES
•
PLASTIC
DOLL FACES
(Hard and Flexible)
•
ANIMAL SNOUTS
(Bear, Panda, and Rabbit of Flexible Vinyl)

Excellent Delivery
Quantity Prices

WAlker 5-4017 WAlker 5-4018

Dream Land Doll, Inc. *Dream Land Creations, Inc.*
429 BROADWAY, NEW YORK 12, N. Y.

NAIL A PROFIT INTO YOUR TOYS!

Prefabricate your product with a DOIG Automatic Nailer . . .

This year hundreds of toys will be automatically nailed at increased manufacturing profits. When you plan your next schedule, simplify assembly and speed production by using a DOIG nailer. . . .

UNIVERSAL OPEN BACK 4 TRACK
•
SEND FOR CATALOG

WILLIAM S. DOIG, INC.
DEPT. 312 - 57 FRANKLIN ST. - BROOKLYN, N. Y.

Meet Miss Valentine of 1954

a Duchess Creation

*7½ inch doll packaged in a sales-getting acetate window box

*Beautiful all plastic body with moving arms, head, and moving eyes

This exquisite Duchess Valentine Doll is dressed in a white and red printed rayon gown trimmed with red ribbon and decorated with gold braid; attached to the wrist is an attractive Valentine Day card.

N. Y. SHOWROOM
200 FIFTH AVENUE, N. Y. C.

Duchess Doll Corp.

86-27 Roosevelt Avenue, Jackson Heights, L. I., N. Y.

SEND FOR COMPLETE CATALOG

Meet

Miss Valentine of 1954

a Duchess Creation

*7½ inch doll packaged in a sales-getting acetate window box.

*Beautiful all plastic body with moving arms, head, and moving eyes.

This exquisite Duchess Valentine Doll is dressed in a white and red printed rayon gown trimmed with red ribbon and decorated with gold braid; attached to the wrist is an attractive Valentine Day card.

N. Y. SHOWROOM
200 FIFTH AVENUE, N. Y. C.

Duchess Doll Corp.

86-27 Roosevelt Avenue, Jackson Heights, L. I., N. Y.

SEND FOR COMPLETE CATALOG

WALT DISNEY'S

PETER PAN AND TINKER BELL

by *Duchess*

ORDER NOW!

AND BE READY TO CASH-IN ON THIS NEW DISNEY HIT

Peter Pan and Tinker Bell are two lovable characters from Walt Disney's new motion picture Peter Pan, which is due to be released early this year.

In co-ordination with this nationally advertised and highly promoted Walt Disney Hit . . . Duchess Doll Corp. now presents the Peter Pan and Tinker Bell Dolls; both are dressed in the best Peter Pan tradition and feature an all plastic 7½" body, with moving eyes, arms, and head.

These two dolls are packaged in an attractive acetate window box and sell at a low retail price.

SEND YOUR ORDER IN TO-DAY FOR IMMEDIATE DELIVERY

Duchess Doll Corp.

86-27 ROOSEVELT AVENUE • JACKSON HEIGHTS, L.I., N.Y.

new! new!

Walt Disney's FAMOUS Peter Pan Character MARIONETTES

RETAIL AT $2.98 EACH

No. 378 PETER PAN

No. 380 CAPTAIN HOOK

No. 379 WENDY

As seen in the sensational New Motion Picture **"PETER PAN"** to be released in February.

MANUFACTURED BY

peter puppet playthings, inc.

THE WORLD'S LARGEST MANUFACTURER OF MARIONETTES AND HAND PUPPETS

Peter Puppet Playthings, Inc.
c/o LEVY & FRYER
200 Fifth Avenue
New York 10, New York

Please send us via _____

_____ Doz. Captain Hook No. 380

_____ Doz. Wendy No. 379

_____ Doz. Peter Pan No. 378

Name _____

Address _____

City _____ Zone ____ State _____

See us at the Toy Fair!

peter puppet playthings, inc.

200 FIFTH AVE.
NEW YORK 10, N. Y.
WA 4-4080

REPRESENTED BY Levy & Fryer National Sales Representatives

Packed
Individually boxed in colorful Walt Disney designed boxes.
3 Dozen to carton

Shipping Weight
35 lbs. per carton approx.

WALT DISNEY'S

PETER PAN AND TINKER BELL

by *Duchess*

ORDER NOW! $1.98 RETAIL PRICE

AND BE READY TO CASH-IN ON THIS NEW DISNEY HIT

Peter Pan and Tinker Bell are two lovable characters from Walt Disney's new motion picture Peter Pan, which is due to be released early this year.

In co-ordination with this nationally advertised and highly promoted Walt Disney Hit . . . Duchess Doll Corp. now presents the Peter Pan and Tinker Bell Dolls, both are dressed in the best Peter Pan tradition and feature an all plastic 7½" body, with moving eyes, arms, and head.

These two dolls are packaged in an attractive acetate window box and sell at a low retail price.

SEND YOUR ORDER IN TO-DAY FOR IMMEDIATE DELIVERY

N. Y. SHOWROOM: 200 FIFTH AVENUE, ROOM 361

Duchess Doll Corp.

[illegible] • [illegible] N.Y.

ANNOUNCING The NEW Duchess Dress-Up-Line

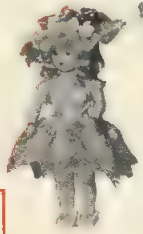
FEATURING

REMOVABLE COSTUMES IN TWO SIZES

7½" DOLL

RETAIL PRICE
59c

- MOVING EYES
- MOVING HEAD
- MOVING ARMS
- LIFELIKE HAIR



DUCHESS DOLL CORP. IS THE ORIGINATOR AND ONLY MANUFACTURER OF 'DOLLS OF ALL NATIONS'

12½" DOLL

- MOVING EYES
- MOVING HEAD
- MOVING ARMS
- MOVING LEGS
- SARAN HAIR

RETAIL PRICE
1.98

THIS NEW DRESS-UP LINE BY DUCHESS WILL ENABLE THE YOUNGSTERS TO DRESS UP THEIR DOLLS IN ANY DRESS THEY MAY DESIRE . . . SEND YOUR ORDER IN TO-DAY

DRESS & ACCESSORIES SETS Retail From 1.00

Duchess Doll Corp.

86-27 ROOSEVELT AVE. JACKSON HEIGHTS, L. I., N. Y.

New York Showroom

200 FIFTH AVENUE ROOM 361

CASH IN

ON THE

Steady, Year Round Demand

FOR

UNCLE SAM'S

It Rings!
It Registers!
It Adds!

Attractive!
Educational!
Sturdy!

3-COIN REGISTER BANK

THE ALL TIME FAVORITE FOR ALMOST HALF A CENTURY

ALL WRAPPED UP IN SOMETHING NEW
FOR YOU TO COME AND VIEW

At The Toy Fair

ROOM 927 • LOOK FOR THE SIGN • HOTEL NEW YORKER

IT EYE-DENTIFIES

DURABLE TOY & NOVELTY CORP.
175 ESSEX STREET • *Established 1907* • HACKENSACK, N. J.

Announcing

THE ACQUISITION
OF THE

EFFANBEE
DOLL CO., INC.

by

BERNIE BAUM, Pres.
MORRIS LUTZ, Vice-Pres.
PERRY EPSTEIN, Sec'y & Treas.

Sales Staff:

- AL KIRCHOF
- DAVE VARON
- CLIFF COWEN

OFFICE AND SHOWROOM: **200 FIFTH AVE., NEW YORK 10**

Honey Walker

...THE CENTER OF TRAFFIC WHEREVER SHE GOES!

Expertly designed by famous engineers *Honey Walker* sits gracefully, does a ballet split and walks, turning her pretty head with every step. And her Saran hair can be washed, combed and set over and over again. She's packed with play-value.

THE New EFFANBEE Doll COMPANY

Effanbee Means "Finest and Best"

200 FIFTH AVENUE, NEW YORK 10, N. Y.

EFFANBEE DURABLE DOLLS

OTHER FINE EFFANBEE PRODUCTS — DY-DEE BABY
ROOTIE KAZOOTIE — POLKA DOTTIE (TELEVISION CHARACTERS)

Appeal

P.M.A.'s

"Stepping Steppers"

Trade Mark Reg

- WALK! • SIT!
- FLIRT! • CRY!
- with WASHABLE WAVABLE HAIR!

How smart can a doll be? Take a "Stepping Stepper" and see! She does everything. Hold her hand — she walks! Turns her head . . . sits . . . stands . . . goes to sleep . . . even cries "Mama". Now watch those flirty, flirty eyes that follow you as she turns from side to side. Moulded of unbreakable plastic. Washable, wavable wig. All beautifully costumed in their party best clothes.

P.M.A. has created the most complete line of mechanically perfect walking dolls — all gorgeously dressed.

11" group. Retails from $ 2.98
16" group. Retails from $ 5.98
21" group. Retails from $11.98
23" group. Retails from $12.98

Dolls, Inc.

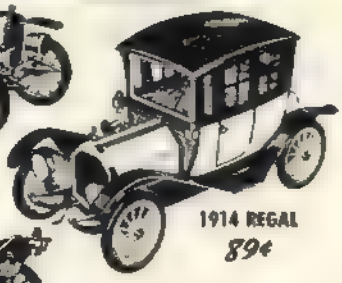
JOBBERS: P.M.A.'s Profit-Making Angels will boost your volume in '53. For the first time, these sensational promotions are offered to the toy jobbers. Write, wire or call for full details!

ALL PLASTIC

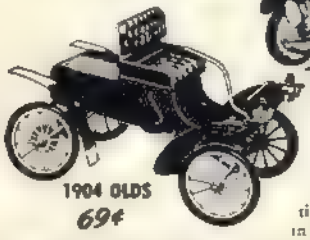
1913 MERCER 89¢

QUICKIE KITS

1911 MAXWELL 69¢



1914 REGAL 89¢



1904 OLDS 69¢

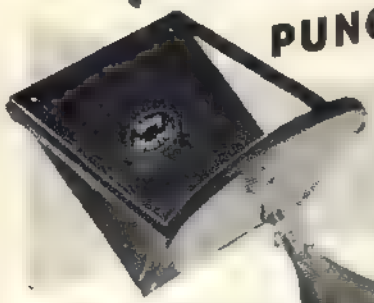
LIL' OLD TIMERS nostalgic scale models are Easy-Bilt in minutes from accurately injection molded plastic parts contained in beautiful 6-color fast-selling packages. LIL' OLD TIMERS are tops in authentic city, realism and detail . . . tops in building ease and trueness to scale. Get snap-fit LIL' OLD TIMERS on display . . . so hobbyists can add these 4 new cars to their collections.

HUDSON MINIATURES **LIL' OLD TIMERS**

329-331 ADAMS AVE., SCRANTON 10, PA.

IT'S "RINGMASTER" THE SENSATIONAL NEW

4-WAY PUNCHING BAG



Now! RINGMASTER and its companion 4 way set up gives any guy young or old a chance to work-a-way at a professional gym type bag. Amazingly simple . . . just a twist and a turn for any of the 4 desired positions. Yes its just loaded with sales appeal cause its fun, relaxing and body building too! Build your sales' physique and order "RINGMASTER" now. Retails for approx. $6.95.

EMPIRE HOBBY INDUSTRIES CORP.

722 CONEY ISLAND AVENUE
BROOKLYN 18, N. Y.

"SEE 'EM POP"

ELECTRIC CORN POPPER and VENDOR

. . . A Sensational Year 'Round Seller— For Boys And Girls!

Complete with 4 Colored Plastic Bowls and Supply of Popcorn

$9.95

Youngsters get a great "bang" out of this EMPIRE Electric "See-'Em Pop" Toy Vendor that pops real corn and serves it piping hot—ready to eat. Just the thing for refreshments on television evenings! There's *no limit* to your live prospects for this really clever electric Popper and Vendor. Most sensational action toy of the hour!

Write for Complete Catalog

THE METAL WARE CORPORATION

NEW YORK — Two Rivers, Wisconsin — CHICAGO

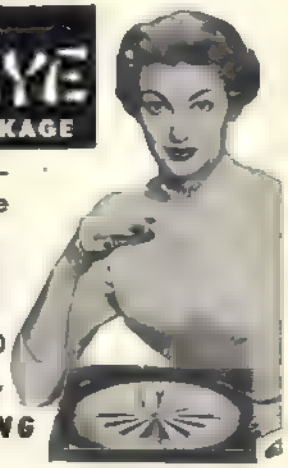
NOW . . . in response to requests of leading retailers

DELUXE **MYSTIC EYE** PRESENTATION PACKAGE

a luxurious red-velvet-and-gold gift package

to retail at **$2.95**

(wholesale $21.00 dozen)



perfectly timed for CHRISTMAS SELLING

IT'S THE PARTY GAME THAT'S SWEEPING THE COUNTRY!

ORDER FROM YOUR JOBBER—

Deluxe MYSTIC EYE, retail $2.95; wholesale $21.00 dozen

Standard MYSTIC EYE retail $1.00, wholesale $7.20 dozen

Free displays—Demonstrator Unit—Newspaper Mats—Glossy Photographs—Radio & TV Script

MISTER B INDUSTRIES

2500 - 18th Street
San Francisco 10

In Canada, Giftcraft, Ltd., 77 York St., Toronto 1, Ontario

New Monarch TRACTOR

LONGER LASTING

This massive New Monarch Tractor is authentic in design and detail and so ruggedly built it will easily support a 200 pound man! Has comfortable spring-mounted seat with adjustable feature.

- BRILLIANT FINISH BAKED-ON-ENAMELS
- STURDILY CONSTRUCTED

CHRISTMAS TREE HOLDER

WIDE SPREAD LEGS

Heavy-ribbed widespread legs give exceptional ruggedness, excellent balance and make stand almost untippable. Will hold tree up to 3" diameter trunk.

ADDED LIFE

Exclusive design water container keeps tree fresh and needles intact

HENRY KATZ
ROOM
200 FIFTH AVENUE
NEW YORK

MANUFACTURED BY
NEW MONARCH MACHINE & STAMPING CO.
DES MOINES, IOWA

More beautiful than ever

Ely

Ely

MELLO-TONE

Chime Pianos

"FEATHER TOUCH"
Action

- **EYE APPEAL**
  New, distinctive "Modern American" styling. Rich, luxurious finishes.
- **EAR APPEAL**
  All Ely pianos are perfectly tuned with Ely's exclusive "MELLO-TONE" chime construction.

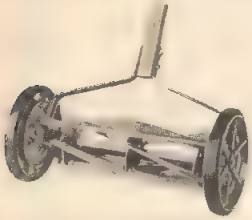
Sole Sales Representatives
HENRY KATZ
INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

THEO. J Ely Manufacturing Company
GIRARD, ERIE COUNTY, PENNA.

EVERSHARP MOWERS *by Midwest*

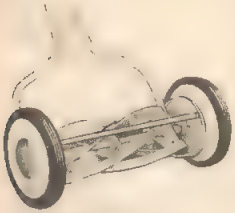
DELUXE HAND MOWER

Gives years of trouble-free operation and effortless lawn care! Has features of high price mowers—strong cast frame, tubular steel handles, heavy-duty tires, durable rubber roller, heavy gauge steel wheels, plated shrub bar, self-sharpening blades and self aligning ball bearings. Cutting width 16 , height adjusts from ⅝ to 1¼". 1-year guarantee. Shipping weight 34 lbs
22W9-1865 ..... Retail $26.50



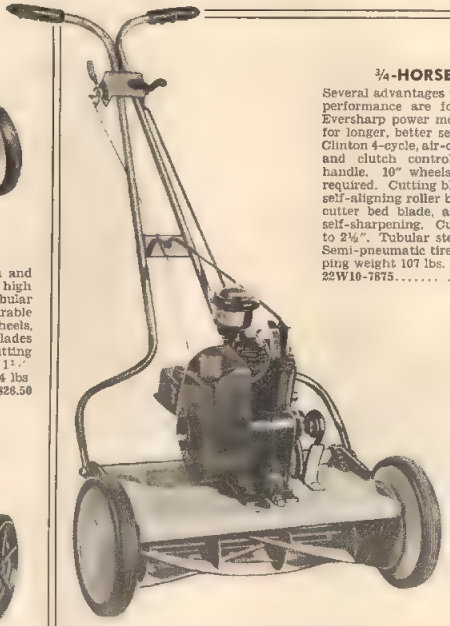
EVERSHARP HAND MOWER

A perfect combination of sturdy long life and rock-bottom economy! Rugged cast steel construction—stands up under years of the toughest use. Equipped with top quality features. self-sharpening tool steel blades. self-aligning ball bearings, solid rubber tires and a hardwood roller and handle Cutting width 16"; height adjusts from ⅝ to 1¼". 1-year guarantee. Ship wt. 39 lbs
22W4-1395 Retail $19.95



EVERSHARP HAND MOWER

A popular price and the first-line quality that only an Eversharp has! Of strong all-steel construction with reinforced tubular steel handles, self-sharpening, precision ground tool steel blades, self-aligning ball bearings, heavy gauge steel wheels, heavy duty tires and a wood roller 16" cutting width; height adjusts from ⅝ to 1¼". Has 1-year guarantee Shipping weight 35 lbs



¾-HORSEPOWER MOWER

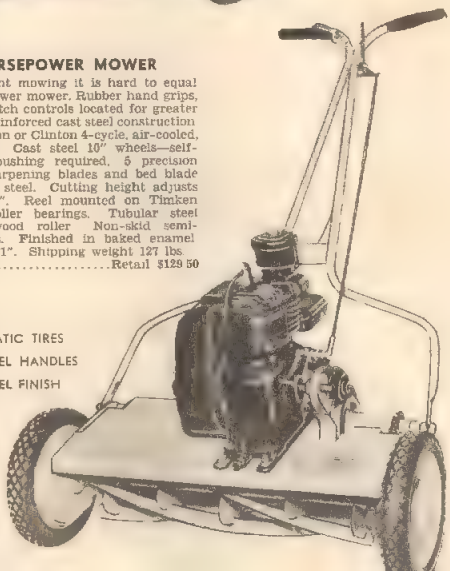
Several advantages that insure more satisfactory performance are found on this ¾-horsepower Eversharp power mower. Cast steel construction for longer, better service. Briggs & Stratton or Clinton 4-cycle, air-cooled, ¾-hp. engine. Throttle and clutch controls conveniently located on handle. 10" wheels—self propelled, no pushing required. Cutting blade reel mounted on Timken self-aligning roller bearings. 5 cutting knives and cutter bed blade, all of crucible tool steel, are self-sharpening. Cutting height adjusts from ½ to 2½". Tubular steel handles, hardwood roller Semi-pneumatic tires. Cutting width 18". Shipping weight 107 lbs.
22W10-7875 ..... Retail $105.00

- CAST STEEL CONSTRUCTION
- BRIGGS & STRATTON OR CLINTON ENGINES
- TIMKEN ROLLER BEARINGS
- HEAVY CHAIN DRIVE

1½-HORSEPOWER MOWER

For fast efficient mowing it is hard to equal this 1½-horsepower mower. Rubber hand grips, throttle and clutch controls located for greater convenience. Reinforced cast steel construction Briggs & Stratton or Clinton 4-cycle, air-cooled, 1½-hp. engine. Cast steel 10" wheels—self-propelled, no pushing required. 5 precision ground, self-sharpening blades and bed blade of crucible tool steel. Cutting height adjusts from ½ to 2½". Reel mounted on Timken self-aligning roller bearings. Tubular steel handles. hardwood roller Non-skid semi-pneumatic tires. Finished in baked enamel Cutting width 21". Shipping weight 127 lbs
22W13-9713 ..... Retail $129.50

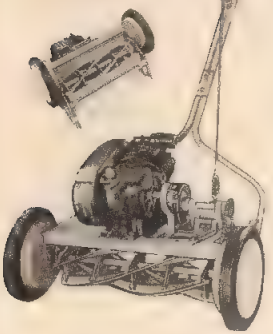
- SEMI-PNEUMATIC TIRES
- TUBULAR STEEL HANDLES
- BAKED ENAMEL FINISH



The self-propelled Eversharp requires no pushing to operate

Mowamatic Power Mowers

"The Quaker"

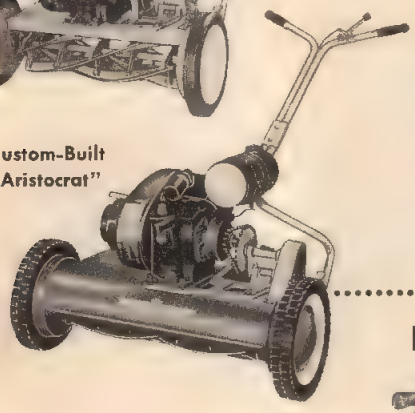


"THE QUAKER"

The Millar "Quaker" has the full 20-inch cutting width which gives precision cutting from ¾ to 2¾" in height—crops grass to uniform level. 1.6 hp., 4-cycle air-cooled engine. 5 spiders, 5 blades, "drop-out" reel of crucible tool steel. 3-section hardwood smoothing roller. Chain driven with rugged manually operated clutch. High speed reel, 640 rpm., cuts toughest grass Positive wheel-drive precision gears Grass guard in rear. Straight-line starting and operation. Full-floating handle of two-piece construction Crucible tool steel cutter blade backed up by rigid cast iron cutter bar. Heavy steel side plates, cast iron base plate for engine support. Full-sized semi-pneumatic tires provide perfect traction. Modern, streamlined design—green handle and base cream trim

22W26-9280 ....Retail $123.75

Custom-Built "Aristocrat"



"ARISTOCRAT"

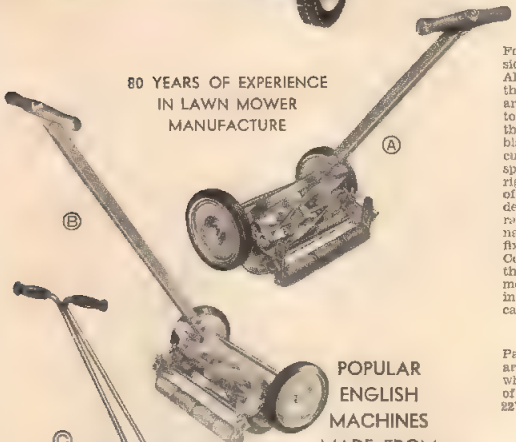
Lawn mowing is a pleasure with the powerful "Aristocrat" The large Mowamatic "Aristocrat" has a patented Mowamatic clutch. Completely automatic—open throttle and it takes hold. One-hand operation. One control does it all; throttle on handle governs speed, operation. Engages at 1750 rpm. Built-in retrievable starter. Full-floating handle—absorbs all vibrations and shocks from rough, bumpy lawns No bothersome connections to engine . . . 3 adjustments to height of the operator. Self-sharpening 20" cutter blade made of crucible tool steel Backed up by rigid cast-iron cutter bar for added strength Adjustable multiple-section roller of genuine Vermont hardwood. Roller in three sections for easier operation Exclusive high-speed precision ball bearings which are double sealed and factory-lubricated Oilite bearings used throughout. Built-in retrievable starter No ropes, no winding, you use a minimum of effort. This mower starts every time! Extra durable construction. 5 spiders, 5 blades, "drop-out" reel, 1.1 hp., 4-cycle air-cooled engine Finished in blue, rich cream trim with white wall rims

22W29-11755 ..Retail $156 75

HAND LAWN MOWERS

by Folbate

80 YEARS OF EXPERIENCE IN LAWN MOWER MANUFACTURE



POPULAR ENGLISH MACHINES MADE FROM *Sheffield Steel* IN TWO POPULAR WIDTHS

Folbate lawn mowers are made by the firm who pioneered side wheel lawn mowers in Great Britain eighty years ago. All the experience gained since then is concentrated in the Folbate lawn mowers, the complete range of which are scientifically designed, light in weight and very easy to operate A long wheel base ensures perfect balance and the handles pivot to suit the individual user Five reel blades combined with high gear ratio gives the maximum cuts per foot, ensuring a superior finish to the lawn. The spiders are of a new and improved design, giving great rigidity to the cutting reel. Side plates are constructed of unbreakable steel and of extra strong girder section design. Easy drive by pinions and broad hardened steel ratchet pawls. Bronze bearings of the superior long journal type. The height of cut and the adjustment of the fixed cutting knife is by simple hand wheel arrangement. Compare the specifications of these machines and note the wonderful technical advantages the Folbate lawn mowers possess. All machines are finished off attractively in a suitable color. Machines are packed separately in cartons Spare parts are always easily obtainable

(A) 14-INCH LAWN MOWER

Painted in attractive jade green color. The driving wheels are 8½" in diameter and are fitted with wide rubber tires which make this machine silent in operation. 14" width of cut. Shipping weight 34 lbs

22W119-1145 ....Retail $15.29

(B) 16-INCH LAWN MOWER

This model is similar to 22W119 above but with four spiders and four wood rollers 16" width of cut Shipping weight 36 lbs.

22W120 1260. Retail $16.80

(C) 16-INCH DELUXE LAWN MOWER

This machine is painted in attractive jade green—steel tubular handles are painted a bright red. 10½-inch diameter rubber tired wheels—extra wide tread. Fitted with four spiders and four wood rollers. Tubular handles for lightness and rigidity. 16" width of cut. Shipping weight 40 lbs.

For you... we packed it *All* in-one great motor

Here it is... Evinrude's newest—the *Super* Fastwin!

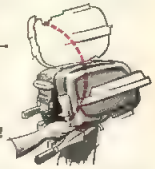
It's new *straight through*... a dazzling performer... with exciting, deeply satisfying features entirely new to outboard motoring!

15 horsepower* is its rating... but it weighs less than 70 pounds! It hats a beamy boat into planing speed at a flick of the throttle. It trolls at a steady *one-mile-per-hour.*

It's quiet... it's *wonderfully quiet!* Even with the throttle cracked wide open, its song of power is muted to the lowest level yet achieved in a motor of its class!

New Simplex Remote Controls! Super Fastwin is *engineered* for quick, easy application of remote controls. Gearshift, speed and steering controls click on—or off—in *less than* 30 *seconds!* To assure utmost operating ease and reliability, completely new controls were developed. Evinrude Simplex Remote Controls (*available as an accessory*) are smooth, positive, corrosion proof, *moderately priced!*

New Auto-lift Hood provides instant accessibility to engine. For routine servicing—changing spark plugs—simply snap open two clasps and swing up the hood... faster, easier than opening the hood on your car!



Only $325†... by a wide margin the stand-out value in its field! See your Evinrude dealer *and get your order in!* Look for his name under "Outboard Motors" in the yellow pages of your phone book. For free literature on the complete Evinrude line for '53, write EVINRUDE MOTORS, 4893 North 27th St., Milwaukee 16, Wisconsin.

In Canada: Manufactured by Evinrude Motors, Peterborough, Ontario

Super FASTWIN by EVINRUDE

*15 O.R.C. certified brake H.P. at 4,000 R.P.M. †Price F.O.B. Factory, subject to change without notice.

What is it about the sea?

New 1953 Chris-Craft Holiday

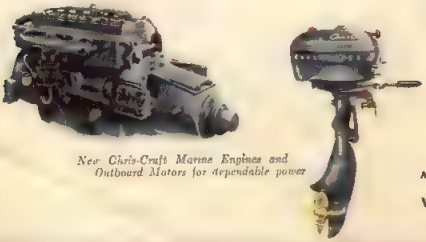
New 1953 Chris-Craft 53 foot Conqueror—Double Cabin Flying Bridge . . . Super De Luxe Sun Deck . . . Diesel power optional

New Chris-Craft Boat Kits for home assembly—8 feet through 31 feet

—and about a Chris-Craft?

And why is it that the hum and the spray, the wind's lash and the stare of the sun make the boy a man . . . and the man a boy? From sleek runabout to majestic yacht, it's truly said: the lucky man who commands a Chris-Craft commands his own free universe!

P.S. New 1953 Chris-Craft are priced from $845 to $121,750. See your friendly Chris-Craft Dealer today.



New Chris-Craft Marine Engines and Outboard Motors for dependable power

Chris-Craft

CHRIS-CRAFT CORPORATION, ALGONAC, MICH.

MOTOR BOATS • MARINE ENGINES • OUTBOARD MOTORS • BOAT KITS

WORLD'S LARGEST BUILDERS OF MOTOR BOATS

Honey Walker

...THE CENTER OF TRAFFIC WHEREVER SHE GOES!

Expertly designed by famous engineers *Honey Walker* sits gracefully, does a ballet split and walks, turning her pretty head with every step. And her Saran hair can be washed, combed and set over and over again. She's packed with play-value.

THE New EFFANBEE Doll COMPANY

Effanbee Means "Finest and Best"

200 FIFTH AVENUE, NEW YORK 10, N. Y.

EFFANBEE DURABLE DOLLS

OTHER FINE EFFANBEE PRODUCTS — DY-DEE BABY
ROOTIE KAZOOTIE — POLKA DOTTIE (TELEVISION CHARACTERS)

COMPLETE TRAIN SETS!

are now being made by

AMERICAN MODEL TOYS

- POWERFUL DIESELS
- SLEEK STREAMLINERS
- SCALE FREIGHT CARS
- LIFTAMATIC* COUPLING
- TRACK-TESTED ACCESSORIES

American Model Toys **complete** train sets have the "tinplate" trade jumping with excitement. The addition of the beautiful, streamlined diesel engines makes possible complete passenger and freight trains in both standard and deluxe sets. There's also a new, scale-model caboose ready to put the finishing touch to the line of freight cars. And that's not all! AMT is also making a new line of stock cars, flat cars, gondolas, tank cars, and hopper cars. See our exhibit at the Toy Fair or write for complete information.

Reg Trade Mark Appld. For

AVAILABLE IN STANDARD and DELUXE SETS

Deluxe Freight Set Consists of
1 Diesel "A" Unit • 1 Diesel "B" Unit • 1 Box Car • 1 Flat Car • 1 Gondola • 1 Stock Car • 1 Caboose.

Standard Freight Set Consists of
1 Diesel "A" Unit • 1 Box Car • 1 Stock Car • 1 Gondola • 1 Caboose.

Deluxe Passenger Set Consists of
1 Diesel "A" Unit • 1 Diesel "B" Unit • 1 Baggage Car • 1 Pullman Car • 1 Vista Dome Car • 1 Observation car

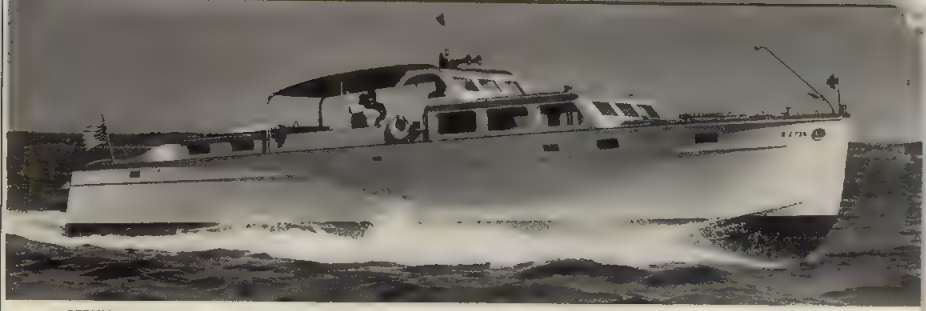
Standard Passenger Set Consists of
1 Diesel "A" Unit • 1 Baggage Car • 1 Pullman Car • 1 Observation Car.

A Few Jobber Franchises Are Still Available. Write For Details.

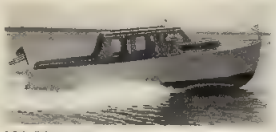
AMERICAN MODEL TOYS
INCORPORATED

AUBURN, INDIANA U. S. A.

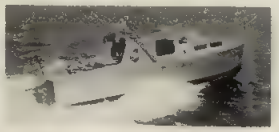
FAIRFORM FLYER



OFFSHORE 52 • Undeniably the fastest seagoing yacht in the world. The dignified functional simplicity in design and finish compliments her famous Quadracomic Hull for seagoing performance and comfort unmatched in any other yacht. Like the Offshore 48 she has twin Diesels in-stern but a larger Bridge. Sleeps six, has three Toilets, Shower and Bath. An outstanding example of the Fairform Flyer fleet that has justly earned the highest reputation. Twenty-eight standard models, 34 through 64 feet, offer every feasible type of Cruiser and Sportsman a man may desire.

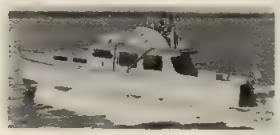


PRO BONO 34 • Enclosed Deckhouse, large Aft Cockpit. Sleeps four in two Cabins. Full size Galley and Toilet Room. Twin Chrysler engines-in-stern. Cruising 23 knots. Top 30 MPH.



MENEMSHA 34 • Sport Fisherman, sleeps three or four in two Cabins. Flying Bridge, large Cockpit. Twin engines-in-stern, troll below 5 knots. Top 30 MPH. Fishing Equipment optional.

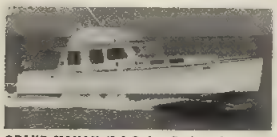
GURNET 34 • Day Boat and Weekender. Sleeps two. Galley and Toilet Room. Protected Bridge. Accommodates large party. Performance equals Pro Bono 34.



ORTEGA 40 • Complete cruising yacht. Sleeps four or six. Large Cockpit. Vee Drive engines cruise 23 knots. Top 30 MPH. Flying Bridge with Dual Controls optional extra equipment.

DOGHOUSE 40 • Sleeps six in three staterooms. Galley, two Toilets and Shower, Flying Bridge. Aft Cockpit optional. Full headroom. Sustained cruising 20-23 knots. Top 26-30 MPH.

SPORTSMAN 40 • Similar to Doghouse 40 forward but with large Aft Cockpit. Sleeps four in two Cabins. Low fishing stern optional. Cruises 21-24 knots. Top 29-32 MPH.



GRAND MANAN 45 • Sedan Cruiser sleeps 6-8. Large Galley, two Toilets and Shower. Large Cockpit, twin engines-in-stern. Cruises 20 knots. Top 28 MPH. Dual Control Flying Bridge optional.

NEPTUNE 45 • Three Staterooms, sleeps six. Flying Bridge. Large Galley, two Toilets and Shower. Optional Aft Cockpit. Gasoline or Diesels. Sustained cruising 18 knots. Top 27 MPH.

SPORTSMAN 45 • Deluxe deep sea fishing Cruiser. Sleeps four or five comfortably. Flying Bridge. Gasoline or Diesel. Trolls at 5 knots. Performance equals Neptune 45.

SEAFARER 48 • Accomodations like Offshore 52 except inside Controls and Lounge Deck. Diesels-in-stern, 21 knot cruising. Same layout with Dual Control and Flying Bridge in Bahamian 52.

LINWOOD 52 • Sleeps eight in four Cabins. Three Toilets, three Showers. Large Galley. Twin Diesels-in-stern. Aft Cockpit optional. Sustained cruising 20 knots. Truly a fine yacht.

BAHAMIAN 58 • Luxurious. Sleeps ten in five Cabins. 500 mile radius. Twin Diesels-in-stern. Several optional interior and Bridge arrangements. Cruises 19 knots.

We invite your inquiry

HUCKINS YACHT CORPORATION

Roosevelt Highway and Ortega River

P. O. Box 6336 JACKSONVILLE 5, FLORIDA Tel. 2-1126

FAIRFORM FLYER
SYMBOL OF YACHT PERFECTION

Merrily they roll along

No. 123 FISHER-PRICE

ROLLER CHIME

. . . its unbelievably beautiful chime sounds really "stopped the Show"! One of 7 NEW toys that led buyer after buyer at the Toy Fair to say "this is the best balanced, most colorful and gayest line of Fisher-Price toys ever!"

Metal clappers on top roller strike steel xylophone bars mounted on colorful steel sound pipes. Solid wood wheels beautifully lithographed, threaded 18½" handle. 7½" wide Individually packed, suggested retail $3.00 (slightly higher in West).

Send for new 1953 Fisher-Price Catalog of FUN-da-MENTAL Toys for every Toy Department!

"AD TIPS"
This ad will appear in May issues of
BETTER HOMES & GARDENS,
LADIES' HOME JOURNAL,
PARENTS'

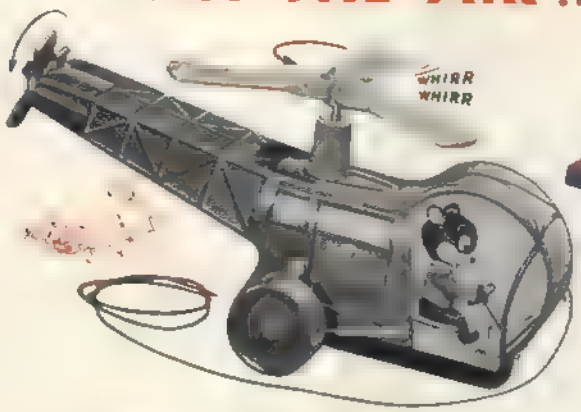
FISHER-PRICE *Toys* INC.
MAIN OFFICE and FACTORY: East Aurora, N. Y.
New York Office and Display: Suite 417, 200 Fifth Avenue Bldg.

paint yourself a picture of
PLUS
PROFIT
with Craft Master
and masterpiece
AMERICA'S LEADING OIL PAINTING SETS
Are you getting your share of the line that leading stores all over the country are calling "the HOTTEST item they've seen in years"?
It's easy to sell, but best of all . . . the re-orders are terrific. When you make a sale you start a chain-reaction. Everybody wants one, keep wanting more.
Get in touch with your jobber today or write or phone us for information.
masterpiece
oil painting
Palmer Paint, Inc.
21600 WYOMING, DETROIT 20, MICHIGAN
New York, 175 5th Ave.
Los Angeles, Box 14658

CHILDREN play more with Fisher-Price Toys because they are FUN! Child counselors agree that in the bright colors, appealing sounds, amusing actions and lovable personalities, children find social and MENTAL development. Toys that are FUN and aid in MENTAL development are **fundamental** for the child, and **for every toy department!**

Visit the Fisher-Price Toy Fair display. Order Fisher-Price Toys as **basic stock** for every month of the year!

...IN THE AIR ... IN OUTER SPACE!



No. 498 HAPPY HELICOPTER
Propeller whirls. Engine "buzz-buzzs". Solid wood body with full color lithograph, strong steel axle and acetate propellers. 9¼" long. Suggested retail 79c*.

No. 750 SPACE BLAZER
Saucer whirls, bell "ding-dings", rocket "roar", antenna vibrates. Gay colored lithograph on solid wood. Green headed "man-from-mars" under plastic dome. Steel axle. 14" long. Suggested retail $1.25*.

FISHER PRICE INC. TOYS
EAST AURORA NEW YORK

MAKE EVERY DAY A *Selling* DAY

Fisher-Price Toys are nationally advertised year 'round for year 'round sales. Watch for **Spring** ads in these leading magazines!

SEND FOR CATALOG SHOWING COMPLETE 1953 LINE

NEW YORK OFFICE AND DISPLAY: SUITE 417, 200 FIFTH AVENUE BUILDING

finish, her time allowance made her winner. She is a Hinkley Sou'Wester and one of the rapidly growing group of auxiliaries in the Tampa Yacht and Country Club. Miss Nancy also led class B with Dr. W. W. Jennings' 39-foot cutter Fortuna from St. Petersburg leading class A and runner up in the fleet. Second in B and third in the fleet was Herb Finkbeiner's Red Bird, a 36-foot yawl and another Tampa entry. George Pearson's 39-footer Celia from St. Petersburg landed second in class A and fourth in the fleet after finishing in first place. Scratch boat was Fred Allen's big 64-foot yawl Fair Weather from San Diego. In the fast race and with no chance to hug the shore because of the shoals she was pushed by the smaller boats to last place. It was a fine race with a fleet of fourteen and good following breezes up to 18 miles for the 131-mile course. Accompanying the sailing fleet was an ever bigger fleet of motor cruisers from Bay ports. Among them were Calvin Black's Calnette II and Louis Garman's Lomad from Sarasota and Aubrey Fitzgerald's Maraub III, Ted Steinhart's Edith S. and Fred Bergman's Miss Helen from St. Petersburg.

Ted Wells won the Western Hemisphere Snipe Class sailing championship for the United States late in November at Clearwater, turning back Cuba's Clemente Inclan in the fifth and final race. The United States champion, from Wichita, Kansas, piled up 7,690 points in the five-race regatta, with three firsts, a second and a fourth. Clemente Inclan finished in second place with 7,177 points.

SOLLY HALL

☆ ☆ ☆

ARCHITECTS REPORT ACTIVITY

M. Rosenblatt & Son, naval architects, marine engineers and yacht brokers of 111 Broadway, New York City, had during 1952, their busiest and most fruitful year in both yacht and ship design, as well as yacht brokerage and insurance.

Outstanding among the new pleasure yachts designed by this firm is Anahita V which will be delivered early this spring to Alfred Epstein, Detroit yachtsman. Anahita V is one of the largest yachts built for American interests in the recent past. Her overall length is 82 feet 2 inches; length on waterline 77 feet 11 inches; beam 17 feet 9 inches; draft 5 feet. She is powered by two 400 h.p. General Motors diesel engines which will drive her at more than 18 miles per hour. Her accommodations are particularly fine. In addition to a raised pilot house, the main deckhouse contains both a dining salon at the forward end and a commodious lounge at the after end; a highly convenient and desirable arrangement normally found only on much larger yachts. The spaciousness and comfort of the owner's quarters are outstanding. In Anahita V, M. Rosenblatt & Son have designed one of the most handsome and comfortable yachts of the past several years. She is being completed at Firma G. DeVries Lentsch, Nieuwendam, Holland, a member shipyard of the Feadship organization.

M. Rosenblatt & Son now have on their drawing boards the design of a 73-foot high speed yacht and anticipates design of a 60-foot motor sailer, construction of which is to start during 1953 in the United States or Europe. Several smaller yachts are also on the board now.

A large part of the firm's design staff will be engaged in defense work relating to the construction and conversion of 200 vessels, ranging from aircraft carriers through submarines and cargo ships to several classes of tugboats.

The scope of the activities of this firm's yacht brokerage and yacht insurance departments during 1952 also exceeded that of previous years.

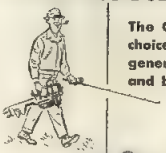
PAINT DOZER STRIPS PAINT

Paint can be stripped off hulls and decks at the rate of six to ten feet per minute with the new model 400 Paint Dozer, made by the Lectro Division of The Otto Konigslow Mfg. Co., Cleveland, Ohio. This is an electrical device, with a 1000-degree ceramic heating element, designed for long, continuous, heavy duty work. It is said to remove paint with the speed of a blow torch when properly used, yet will not score or mark the wood. There is no open flame.

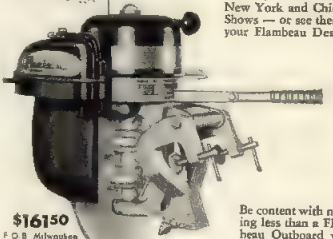
Flambeau
OUTBOARD MOTORS

YOUR BEST DOLLAR BUY FOR 1953

The Outboard rated "first choice" by all the Family for general utility — for fishing and boating pleasure



Check 1953 Models at the New York and Chicago Shows — or see them at your Flambeau Dealer.



$161.50
F.O.B. Milwaukee
The Flambeau 5 TWIN—5 HP OSC Certified at 4000 RPM
WEIGHT—35 lbs.

Be content with nothing less than a Flambeau Outboard with these features;

Lightest Weight in the Field — 55 lbs. for 5 HP Twin, 29 lbs. for 2½ HP Single.

Uni-Level Control — single lever adjustment assures right fuel mixture for peak performance at all speeds.

Transet Finger-tip Vertical Adjustment.

Positive Automotive Type Choke provides easy starting.

Two-Piece Overall Housing

Patented Propeller Clutch—automatically releases and re-engages propeller — eliminates shear pin.

"Jabsco"-type Patented Water Pump — keeps water intake free of weeds.

New Propeller Design — for increased efficiency, and smooth operation.

$118.50
F.O.B. Milwaukee
The Flambeau 2½ SINGLE—2½ HP OSC Certified at 4000 RPM
WEIGHT—29 lbs.

DEALERS — The Flambeau franchise is desirable and profitable Write or wire for information. DISTRIBUTORS — select territories still open — suggest you act promptly — get complete information.

Yes, Flambeau . . . in 1952 acclaimed "the motor of the year." In 1953, basically the same fine motor with refinements to increase already outstanding performance. No wonder the whole family rates them "tops."

Sold through Dealers and Distributors only

Write today for complete information.

METAL PRODUCTS CORPORATION
Department MB153
245 E. Keefe Avenue • Milwaukee 12, Wis.

WONDERFUL PLAY VALUE

FAMOUS FLI-BACK PADDLE BALL GAMES

15¢
PADDLE BALL GAMES
Printed in Two Colors
White Smooth Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

25¢
DELUXE BALL GAMES
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅝" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.

10¢
PADDLE BALL GAMES
Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

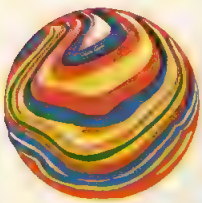
TWIN RETURN BALLS
Size 1¾"—In Cello. Window Box
Red Gloss and Rainbow

SPONGE RETURN BALLS
ALL SIZES
Plain Red—Red Gloss—Rainbow
Each Ball Individually Wrapped
In Cellophane

Sponge Play Balls from 1¾" up and All Sponge Return Balls Packed in Beautiful Three-Color Display Boxes

ALL SPONGE BALLS MADE OF FINE QUALITY RUBBER — HIGH BOUNCING

Our Sponge Ball Finishes Are All Non-Toxic



SPONGE PLAY BALLS
All Sizes
Rainbow—Red Gloss—Plain Red —Two Color
Packed Solid Colors or Assorted in Beautiful
Three Color Display Box

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½"
2¾" - 2⅞"
Printed With Baseball Stitch
and Name

Red Gloss, Rainbow Gloss Finishes Are Also Rubber—Will Not Crack Or Retard Bounce

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

FAMOUS WHIRL-KING RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type Will Do All Known Playing Tricks

FLI-BACK RETURN TOPS

Perfectly Balanced Carefully Inspected

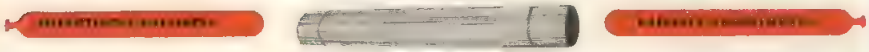
CHAMPION SPINNING TOPS

Each Box Contains One Top and One Heavy Gauge Playing String With Button

ALL RETURN TOPS, SPINNING TOPS, AND BALLOONS ALSO PACKED IN ATTRACTIVE DISPLAY BOXES — SPINNING TOP AND RETURN TOP PRICES INCLUDE STRINGS — NOTHING EXTRA TO BUY

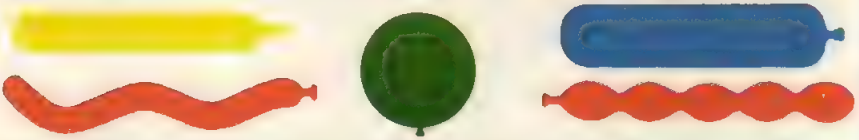
CHAMPION SPINNING TOPS

Perfectly Balanced for Easy Spinning Assorted Brilliant Colors



Every Balloon Needs a Balloon Stick

RAINBOW BRAND BALLOONS — FINE QUALITY PURE LATEX — FACTORY FRESH



OUR BALLOONS ARE EASY TO INFLATE—CLEAN—SANITARY—EXTRA GOOD WEIGHT

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

ALLIS-CHALMERS FORAGE HARVESTER

Of all coming crops, the most promising are soil-building forages. Captured at their peak of goodness with a home-owned Forage Harvester, green silo crops preserve all the leafy nutrition, flavor, and succulence that nature puts into the growing plant.

Rain? Let it come. Dampness that once spoiled tons of hay is solved at last. Sunny weather is not needed, because curing is done in the silo.

Drouth? You're ready. Keep a reserve store of nutritious silage . . . a feedbank you can always draw on. No more buying feed or sacrificing livestock when pasture dries up.

For every forage from spring-blossoming legumes to frost-nipped corn or sorghum, your own Forage Harvester is ready to move . . . fast!

All-'Round
CROP SAVER

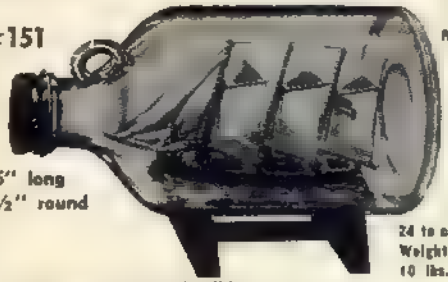
Save it all. The Forage Harvester field-chops tall row crops, standing green forage, windrowed dry hay, wilted hay for silage or haymow drying, and windrowed straw following the combine. Clips stubble and pasture. Chops dry forage for bedding

ALLIS-CHALMERS
TRACTOR DIVISION · MILWAUKEE 1, U. S. A.

SHIP 'N A BOTTLE

#151

98c RETAIL



6" long
3½" round

24 to carton
Weight app.
10 lbs.

- Fast and Easy Construction Kit.
- No whittling, Carving or Reading.
- Universal Appeal for people of all ages.
- Bottle and Boat made of clear plastic (looks like glass).
- Jug has removable bottom.
- Assemble Boat
- Set boat in jug—replace bottom—mystify friends.
- Exhibit finished boat in bottle on molded stand, with kit.
- Bottle has metal screw cap.

Set-Up Models and Display Material Available

Royal Tot

For "Princely" PROFITS

MANUFACTURING COMPANY,
1281 BEDFORD AVENUE,
BROOKLYN, N. Y.

SHOWROOM: 200 FIFTH AVENUE, N. Y. C.

Write for New Catalogue

MAGIC KNITTER

#125

$1.25 RETAIL

Automatic Knitting Device. A simple twist of the wrist and you spin out knitted yarn with that "professional look" Makes beanies, pot holders, rugs, mittens and dozens of other useful items. Made of plastic with two concealed steel knitting machine needles—fast perfect knitting

Individually boxed including sample yarn and instruction booklet.
Packed 2 dozen to carton. App. weight 10 lbs.

Freddy the FROG BANK

98c RETAIL

#490

An exciting, interesting action toy bank made of plastic. Put a coin on the little frog's stomach—press the lever and he flips the coin with his leg into the big Frog's mouth. 9" x 4½"

Packed 1 to a colorful box—with color acetate window. 2 dozen to carton. Weight app. 10 lbs.

ACTION PACKED PLASTIC TOYS WITH FRICTION MOTORS

(A)

(A) HOT'SEE ROD CAR—A real hot rod with clear chassis, colorful moving parts in full view, hopped-up friction motor. 10¾" long. Really 2 great toys in one—a hot rod and a roadster. Simply pull out license tag and body is easily removed.
7835A200..... **Retail $3.00**

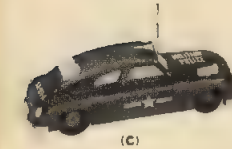
(B) POLICE RESCUE CAR—Official first aid car with powerful motor and siren, simulated top light and siren on fender. Gray body, black-outlined gold letters and red cross on both doors and hood. Aluminum finish lights and windows. Enclosed motor, rubber wheels. 8" long.
7585A80..... **Retail $1.19**

(B)

(C) POLICE SQUAD CAR Has powerful friction motor, siren and aerial. Heavy plastic body with rubber wheels, top light and siren posts. Red or blue. Gold lettering on side and hood. Decorated windows and grill. 8" long.
7580A80..... **Retail $1.19**
7599A80—Military police car..... **Retail 1.19**

(D) DOODLE-BUG MIDGET RACER—Colorful replica of a real midget racer. Super-charged, powerful clock-type wind-up motor—runs at high speed over 100 feet. Free wheeling, special racing tread rubber tires. 9½" long.
7542A133..... **Retail $2.00**

(E) SHOOTER CANNON—It's a real shootin' cannon that comes with 4 shells for easy loading. But it's absolutely safe to play with. Concealed mechanism. 8⅝" long.
78215A640—Doz...... **Retail $0.79**



(C)

(F) PACK PLANE AND CARGO—The star performer for the Air Force in miniature with a 10½" wing spread. Cargo doors open and close for loading and unloading the accompanying jeep and tank. Brilliantly finished red and crystal plastic, Air Force insignia. Propellers spin. Rubber landing wheels.
7834A66..... **Retail $0.98**

(G) 5-MOTOR CLOUD HOPPER—The big 9¾" plane with look-in action that speeds along on treaded rubber tires. Transparent cylinders show 5 colorful pistons moving up and down as propeller spins to show youngsters how a radial motor operates. Transparent pilot hood.
7843A100..... **Retail $1.49**

(H) SUPER BATTLE TANK—Has powerful geared friction motor for climbing over difficult terrain and obstructions. Made of shock-resistant plastic in army color. Revolving turret with insignia decals. 8" length.
7595A133..... **Retail $1.98**

(D)

(J) CATAPULT PLANE CARRIER—This 12½" plastic carrier runs on land, floats on water. Jet planes are shot from flight deck a distance of 15 to 20 feet. Also has super structure, smoke stack, guns and 5 fighter planes.
7596A100..... **Retail $1.49**

(K) SUPER SEARCHLIGHT FIRE TRUCK—This heavy, red 12" truck has a powerful searchlight on a swivel base that really turns. Adjustable extension ladder on swivel base, fire hose, nozzle and siren. Friction powered. Rubber wheels. Complete with battery, bulb, on-and-off switch.
7829A146..... **Retail $2.19**

(L) STOCK CAR, Whiz on Wheels—Looks like the real thing, streaks along on "revved-up" friction motor. Shock-resistant red plastic with stock numbers, aluminum sprayed grill, bumpers and motor. Removable hood. 8⅛" long.
7826A66..... **Retail $0.98**

(E)

(M) SPARK SHOOTING JAGUAR—With brand new, speedy friction motor. Shoots sparks from back of car as it races along. 9" car, with driver, in shock-resistant red plastic with steering wheel, windshield and lift-up hood exposing motor.
7828A87..... **Retail $1.29**

(N) VIZY-VEE V-8 STOCK CAR—As it races along powered by its friction motor, alert young mechanics can see the crankshaft and pistons in action. Brightly colored plastic with stock numbers in big letters on the doors. 9½" long.
78214A167..... **Retail $2.50**

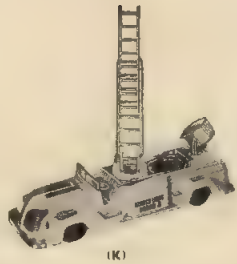
(F)

(G)

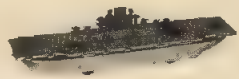
(N)

(M)

(L)



(K)



(J)

(H)

TOOTSIE TOYS—DIE CAST ALL-METAL TOYS

FIRE DEPARTMENT SET—Consists of aerial ladder truck 8¾" long, fire engine, fire chief's car, fire ambulance, etc., as illustrated, rubber wheeled, gift boxed.

7780A145.....**Retail $2.19**

MOTOR SETS—Contains four popular numbers, greyhound bus, auto truck, Cadillac sedan and Diamond T truck, rubber wheeled, assorted colors, gift boxed.

7776A100.....**Retail $1.49**

PLAYTIME MOTORS SET—Nine popular pocket sized cars and trucks 3¼" long, airplane 3½" long, rubber wheeled, assorted colors for children ages two to six, gift boxed

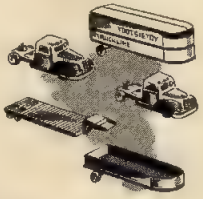
7779A100.....**Retail $1.49**

PAN AMERICAN AIRLINES AIRPORT SET—A 12-piece set including 2 small planes, 1 Constellation, 1 Strata-Cruiser, loading ramp, baggage carrier, etc. Pilot and stewardess pins. Rubber wheels and propellers that spin.

7796A165.....**Retail $2.49**

PLAYTIME SET—A jumbo size Tootsietoy assortment for year 'round fun. Contains 8 cars and trucks, 1 large and 1 small airplane. Rubber wheels. Gift boxed.

7168A235.....**Retail $3.49**



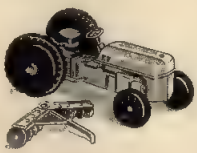
INTERCHANGEABLE TRUCK SET—Contains 5 pieces as illustrated. Semi-trailer cab can be changed from utility truck to shipping truck and heavy machinery hauler. Rubber wheels. Boxed.

7792A120.....**Retail $1.79**

Auto Transport

A double deck auto carrier with 4 tootsietoys. Rubber wheels Packed in colorful box.

7778A60.....**Retail $0.89**



TRACTOR AND DISC HARROW—An authentic reproduction of a Ford Tractor used by the modern farmer. Tractor 4¾ x 2¾ x 2⅜ in. Disc harrow 2¾ x 3⅜ x 1 in. Boxed.

7797A60.....**Retail $0.89**

Car and Truck Assortment

Ten latest designed models. 3¼ x 1 3/16 in. Rubber wheels. Assorted colors. Packed 2 doz.—N.B. 3 each of 8 different models. Packed 2 doz.—N.B

7755A120-doz. **Retail $0.15**

Airplane Assortment

Consists of one army and three civilian planes. 3½x4⅛ in. Assorted colors. Rubber wheels. Packed 1 doz.—N.B.

7764A160-doz.....**Retail $0.19**

FREIGHT TRAIN SET

A six piece set containing locomotive tender, box car, caboose, log car, oil tank car and wrecker.

7170A107.....**Retail $1.59**

Jumbo Assortment

Contains 3 each of sedan, jeep, dump truck and wrecker. 6 in. long, 1¾ in. wide. Rubber wheels. Assorted colors. Packed 1 doz.—N.B.

7761A265-doz..**Retail $0.35**

TOOTSIETOY AUTO TRUCK ASSORTMENT

Six models, 4 in. long with rubber wheels. Designed in modern styling. Brilliant colors. Packed 1 doz.—N.B.

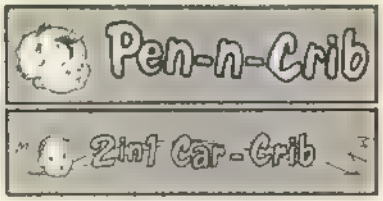
7762A160-doz....**Retail $0.19**

BARR

FOR FRESH IDEAS THE YEAR 'ROUND!
FOR EVERY TYPE OF RUBBER BALL & BALLOON---DESIGNED TO SELL!
FOR MATCHLESS QUALITY & PACKAGING!

The BARR RUBBER PRODUCTS CO. SANDUSKY, OHIO, U.S.A.
NEW YORK OFFICE: 200 FIFTH AVE., NEW YORK 10, N.Y.

RICH TOYS



Wood Rocking Horses - Molded Plastic Rocking Horses and Spring Bounding Horses - Bowling Alleys - Combination Games - Scooters and Gliders - Cradles and Doll Cribs - Pre School Toys - Artist Benches - Peg Tables - Toy Stools and Juvenile Furniture - Doll Houses

RICH Industries, Inc. Manufacturers of RICH TOYS JUVENILE FURNITURE
CLINTON, IOWA
NEW YORK SALESROOM - 452 FIFTH AVENUE BUILDING

SELLS ON SIGHT!

amazing new
STRATO-GUN
Earth's Only Interplanetary
AUTOMATIC CAP GUN!

Get your share of America's fastest growing market! Space guns are taking the nation's youngsters by storm . . . and STRATO GUN is the world's only fully automatic 8 shot metal cap gun! Order today! Write for prices and name of representative in your area

- DIE-CAST ZINC METAL CONSTRUCTION!
- 2 MODELS — CHROME-PLATED or METALLIC ALUMINUM FINISH
- USES STANDARD 50-SHOT ROLL CAPS—EASY TO LOAD!

Suggested Retail
Chrome Model (SG-100)....$1.98
Painted Model (SG-200)....$1.49

FUTURISTIC PRODUCTS COMPANY
684 E. Congress Street, Detroit 26, Michigan

» » » The Largest Mask Manufacturers in the World

OUR 82nd YEAR

MASKS—PAPER HATS
NOISEMAKERS • SERPENTINES • CONFETTI

DESSART BROTHERS, INC.

Masquerade, Carnival and Party Goods

Showrooms:
45 Irving Ave. Brooklyn 37, N. Y. • Arthur Frey, 200 5th Ave., N.Y.C.

Place Your Orders for
WOLVERINE TOYS NOW!

No. 32 SKI-JUMPER . . . 28¾" long

WOLVERINE SUPPLY & MFG. CO.
Factory: Pittsburgh, Pa. N. Y. Office: 200 Fifth Ave.

"IT'S A NATURAL" REG
AMERICA'S
FINEST and FASTEST SELLING LINE
Baby Dolls, Rubber Skin Dolls
Plastic, Vinylite
and Composition Dolls
FULL LINE OF SARAN WASHABLE WIGS
35 YEARS OF LEADERSHIP

NATURAL DOLL CO., INC.
134 SPRING STREET, NEW YORK 12, N. Y.
SHOWROOM
200 FIFTH AVE., ROOM 319, SAM DREICH & SON, REPRESENTATIVE

THE TOY MARKET

ROOM 1424 MERCHANDISE MART • CHICAGO 54, ILL.
Permanent Display of America's Leading Toy Lines

featuring Nationally Known Lines That Sell

- KUSAN INC
  KooZoo Blox, Rattles, Trains, etc.
- DELPHOS BENDING CO.
  Juvenile Furniture, Desks, Horses, etc.
- DELUXE WOODCRAFT CO., INC.
  Rocking and Swinging Horses
- MODERN EDUCATIONALS
  3rd Dimensional Plastic Nursery Puzzles
- DARTBOARD EQUIPMENT CO.
  Darts and Dart Games
- ALLIED GRAND DOLL MFG. CO.
  Composition, vinyl and latex dolls
- JIMMIE The Live Acrobat
  The Fabulous Action Clown

Look... NEW LOW PRICES!

MODEL SG-100
Finished in gleaming chrome Red trim

MODEL SG-201
Beautiful Metallic Finish

Set Your Sights for PEAK GUN SALES!

Cash in on the overwhelming demand for the streamlined, futuristic toys of the Atomic Age! Blast gun sales to a new high . . . with the only fully-automatic rocket cap pistol on earth! Jet-styled of die-cast zinc alloy, and finished in gleaming chrome, the new Strato-Gun is completely realistic—from tapering 9½" barrel and red-trimmed cooling fins, right down to its safe, sure-fit hand grip. Sell the toy that every youngster in the nation wants—the new-as-tomorrow Strato-Gun! Order your stock today! Get your full share of this big new market!

Handle "breaks" from barrel for easy loading. Uses standard 50-shot roll caps.

Strato-Guns are individually packed in colorful, sales-making boxes. Display them prominently . . . they sell themselves!

Packed 2 dozen to the shipping case. Wt per case, appr. 24 lbs., f.o.b. Detroit plant.

pat. pending

Suggested Retail Price

Chrome Finish (SG-100) $1.98
Metallic Finish (SG-201) $1.49

ALSO AVAILABLE
Strato-Gun belt-and-holster sets.
2 futuristic styles . . . in real leather!

DEALERS!
Order your guns today! Write for prices, and name of representative in your area!

Futuristic Products
COMPANY

684 E. CONGRESS STREET • DETROIT 26, MICHIGAN

Look! Slinky has a new box!

Action illustrations on all sides!... and the famous SLINKY motion display is brighter... more colorful! Customers will

STOP LOOK and BUY!

ADVERTISED IN LIFE
COMMENDED PARENTS

Slinky... the famous... the *original* walking spring toy is *nationally advertised*... a year-round favorite!

Retails for only $1.00

You'll sell more this year than ever before... so order SLINKY *now!*

See the other Slinky Toys

"Slinky Jr. Goes to the Circus"
Book-toy novelty... fascinating story plus junior-size SLINKY! 59c retail

SLINK 'EM
3 exciting games in one! With junior-size SLINKYS. $1.49 retail.

JAMES INDUSTRIES, INC.

359 E. Madison Avenue • Clifton Heights, Pa.

REPRESENTATIVES: **West:** Ward Francis, Terminal Sales Bldg., Seattle 1, and 527 W. 7th St., Los Angeles. **Mountain:** Mountain Sales Co., Exchange Bldg., Denver. **Midwest:** Walter & Arthur Krenzien, 209 S. State St., Chicago. **East:** Murray Gilbert, Room 521, 200 Fifth Ave., New York 10. James Industries, Clifton Heights (Phila.), Pa. **South.** R. F. Rothrock & Sons, 238 N. Avalon St., Memphis

THIS *Kitchen* RANGE *was Grandma's favorite*

Complete in every minute detail.

21⅜" high.

Nothing else like it in America!

Now—for America's little girls a real working model—an exact replica of our 1910 No. 420 Coal and Wood Kitchen Range.

The first Porcelain Enamel Range made in the U. S.!

Illustration above shows Range with [illegible] removed.

From our original patterns for a made-to-scale demonstrator. Hand-made . . . assembled with bolts and spot welding.

•

Finish Porcelain Enamel. Speckled "Baby Blue" Cast iron frames. Fire pot. Stove lids, etc. All trimmings in nickel Equipped with Roll Door Warmer at top.

DIMENSIONS: Overall Height—21⅜". Cooking Top Surface—10" x 13" Oven—4" High—5¾" Wide—7" Deep Fire Box—2¾" x 5⅝" x 2". Lids—2⅝" Diameter. Shipping Weight 23 lbs.

Write or Wire for Price Sheet and Photo

On Display at: **LEO STRAUSS, INC., 200 5th Ave., N. Y. 10**

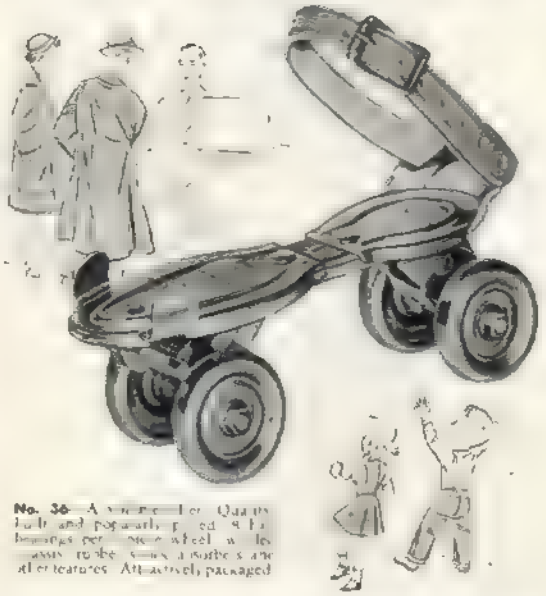
KARR RANGE COMPANY

MANUFACTURERS

Porcelain Enameled Ranges and Heaters, Belleville, Illinois

MFRS. AGENTS—AREAS OPEN

Spring's coming . . . and so are those big roller skate sales!



No. 36 [illegible] Quality built and [illegible] ball bearings per [illegible] wheel with [illegible] rubber [illegible] other features. Attractively packaged

STOCK GLOBE . . . make it the biggest spring of all!

MAKE out your Globe order now. Be sure you're set to cash in on the country's fastest profit line. Yes, these rugged sparkling skates and colorful packaging catch every eye from tots to parents. Models for every age group Get details today.

No. 97 Low-priced, model has many features of more expensive skates. Welded [illegible] chassis [illegible] ball bearing wheels

No. 197 Fast-selling skate for young beginners . . . with laced leather toe straps that need no key [illegible] right size almost or right

GLOBE-UNION INC.

MILWAUKEE 1, WIS.

Eastern Sales Offices: SOLLMANN & WHITCOMB

200 Fifth Avenue • New York 10, N. Y.

Now-Out of this World!

the Garton SPACE CRUISER!

FLYING SAUCER GUN!
It really shoots!

FAST!
Chain drive—bearings throughout!
Low center of gravity for extra speed and safety!

BIG!
48" long—27" wide!

FIRST SHOWING:
TOY FAIR—NEW YORK CITY
MARCH 9-18
NEW YORK SHOWROOM—
1107 Broadway—Space 407

"SELL THE LINE THAT SELLS ITSELF!"

THINK OF SPACE PATROL! SATURN! CAPTAIN VIDEO! MARS!—And the answer is—THE GARTON SPACE CRUISER!!

The No. 5759 SPACE CRUISER is thrillingly decorated in red, yellow and white. Swivel type front wheel and universal joint on steering rod permit 360 degree turning radius. Safety type bucket saddle seat is adjustable two ways for wider age range. The modern control panel is out of this world, too!

Garton TOY COMPANY
SHEBOYGAN, WISCONSIN

SINCE 1879 LEADERS IN MANUFACTURE OF WHEEL GOODS, CROQUET SETS AND SLEDS

BUILDING BLOCKS!

BUILDING BLOCKS!

BUILDING BLOCKS!

but never building blocks like this before!

SERVICE STATION

GASTON Changeable BUILDING BLOCKS

LOG CABIN

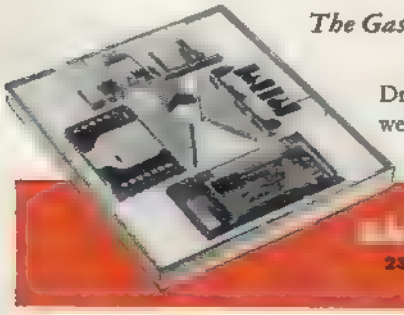
COLONIAL HOME

FIRE HOUSE

Each turn of the Gaston Changeable Building Blocks makes a completely different building; a fire house, log cabin, service station or a colonial home. Almost an entire village with but one set of blocks.

Here's a simple toy that a child of any age can understand and enjoy. Gaston Changeable Building Blocks develop creative ability — design and construction — are virtually unbreakable and completely safe. They sell at a reasonable price, too.

Wait a minute, one more important thing. You make money when you handle Gaston Toys — Changeable Charlie, Changeable Charlie's Aunt, Bozo, Barnyard Animals, Peter Pan Picture Blocks, Mother Goose Picture Blocks, and of course, Gaston Changeable Building Blocks.



The Gaston Line is a staple line that sells all year 'round.

Drop a card or your letterhead today — we'll send our latest catalog and price list.

[illegible]

234 W. SECOND ST. CINCINNATI 2, OHIO

DESIGNED & PRICED
FOR
VOLUME SELLING!
"Terry Toddler"
22" PLASTIC
DOLL THAT
WALKS! SITS! CRIES!
TURNS HER HEAD! STANDS!
HAS FLIRTING EYES!
SLEEPS!
NO MECHANISM TO WIND!
BEAUTIFULLY DRESSED!
SARAN HAIR CAN BE
SHAMPOOED, BRUSHED, COMBED
AND WAVED!
See our complete line of walking and baby dolls at the Toy Fair.
Hotel New Yorker - Room 1075
Permanent display Room 203
200 Fifth Ave. New York, N. Y.
GENERAL DOLL MANUFACTURING CORP.
762 WYTHE AVE. BROOKLYN 11, N. Y.

RELAX and PLAY the SPEEDLINER WAY

REG. U.S. PAT. OFF.

Styled and Designed for Comfort and Speed with Safety

Five passenger, 14 foot "TROPHY". Plenty of room for all for fun!

• No other make of boat can surpass SPEEDLINER 4-year performance record:

21 National CHAMPIONSHIPS and records in Classes J, A, B, D, E and F — and the 1953 models are faster and better!

4-Time Winner of the Winnebago Marathon and Missouri River Marathon.

PATUXENT River Marathon. Won 1st in Classes A and D.

WINNEGABO Marathon. Won 1st, Class D-1 and D-2.

105-mile Greenville to Vicksburg. 1st three boats to finish in Class D.

St. Louis Marathon Won 1st in Class D-1 and 1st, 2nd, 3rd in Class D-2.

BELLE ISLE—Won 1st in Class D.

Won Classes JU and AU at the A.P.B.A. National.

Won Class D and Free-for-all at the N.O.A. National.

Missouri River Marathon Won 1st in Class B and Class D-1. Class D-2.

11 UTILITY MODELS — J through F.

JON CULVER driving Class B SPEEDLINER Model M-510 Corsair. Set 5 mile B.L. record at 43.859 M.P.H.

PLYWOOD

High quality Philippine mahogany marine plywood available. Sheets up to 48" wide scarfed to any length

KIT BOATS

5 Boat Kit Models If you wish to have fun building your own boat, send for information on our kit models. Model shown is our 12 ft. KB-12 Standard. →

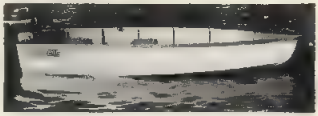
Yes, now you can own a pleasure boat with the strength and stamina . . . and *speed* . . . of a marathon racer! Now the whole family can enjoy outings in perfect comfort and safety.

SPEEDLINERS . . . precision built throughout . . . are outstanding in appearance, seaworthyness and performance. Finest materials mean long service, low upkeep. 25 sleek models to choose from . . . one for every boating need! Few dealerships still available in choice territories.

Famed far and wide for their comfort and safety as the most popular family pleasure boat, the new SPEEDLINER models are improved for 1953. *Write today for complete information, literature, prices, performance data.*

GENERAL MARINE COMPANY

Dept. 422 Sixth & Oak St., St. Joseph 14, Mo.



SPEEDLINER Fishing Boats and Runabouts

From 115 A.C.—Keep your Batteries at Full Charge and have ample D.C. POWER for Lights, Refrigerator and all other Accessories with a

FULLY AUTOMATIC "CONSTAVOLT" MARINE CONVERTER

The finest made for the finest Afloat

FOR 10-15-20-30 Amp. D.C. Loads FOR 6-12-24-30-32 and 115 Volt D.C. Systems 49 UNITS TO CHOOSE FROM!

Power Output AUTOMATICALLY Regulated by Load

No Controls Available—Or Necessary

ORDER ONE FROM YOUR BOATYARD ON OUR FAMOUS 20 DAY— Free TRIAL Plan

FOR MORE DATA SEE YOUR BOATYARD or Write Us

Marine Sales, LA MARCHE MFG. CO., WAKEFIELD 2, R. I.

RELIABLE ★ LOW COST ★ HIGH QUALITY

INBOARD MARINE MOTORS

61 H.P. JEEP MARINE ENGINE: Lots of ready power in this JEEP conversion. Features factory rebuilt block, complete with starter generator, reverse gear—ready to install. Decent abte and lightweight—Only. $350.00

FORD V-8 100 H.P. ENGINE: Powerful dependable economical FORD conversion unit—complete with factory rebuilt block starter, generator, and reverse gear. An ideal marine power plant. ready to install—Only $395.00

ALSO—CONVERSION KITS FOR FORD and JEEP ENGINES

SAVE MONEY on used and rebuilt gas and diesel engines ... to 550 H.P. many makes. Has stock and. Save 100.00 on conversion equipment, fittings, propellers, paints, hardware, and all your marine supply needs.

SEND FOR FREE Catalog Now!

STOKES MARINE SUPPLY CO. WRITE DEPT. O COLDWATER, MICH

If You're in Southern Waters This Winter, be Sure to Come to

Miami Beach

No winter cruise is complete without a stay in Miami Beach. Excellent docking facilities, convenient to everything, if you want to stay on your boat...or, if you prefer, you'll find just the sort of accommodations you want among Miami Beach's 375 superb hotels and 1,800 apartment buildings.

For FREE Color Folder and information on hotels or apartments, address, Dept. MO 153 Chamber of Commerce, Miami Beach 39 Fla

This Message is Prepared and Published by the City [illegible] Beach

George TWO-WHEEL TRACTOR

Available with Attachments for Simple Conversion to Powered Lawn Mower, Snow Plow, Sickle Mower, Cultivator, Furrower, Disc Harrow and Bulldozer

Powered with a 2 H.P. Briggs and Stratton 4-cycle air-cooled gasoline engine. Can be driven up to 2 miles per hour. The throttle is controlled through the governor. Has 12 x 3.00 heavy duty wheels with semi-pneumatic tires. Zerk fittings to bearings. V-belt drive from motor, to drive reduction, to wheels. Traction drivers power wedged to wheels for all weather traction drive. Complete power release clutch for traction with minimum of wearing parts. All electric steel welded construction chassis with alloy steel tubing handle. Power take off Motor 3300 in line with motor, 1100 directly above in line with motor, 365 at right angles to motor. Dimensions: clearance under tractor 8" handle height 39"; width at handle 18¼"; width at wheels 13½"; overall length 57"; length from front to back of draw bar 22". Ship Wt. 115 lbs. F.O.B. Ill

554-10D9000.....**Retail $119.50**

SAVE TIME
SAVE WORK
SAVE MONEY

ATTACHMENTS FOR GARDEN TRACTOR

24" SICKLE BAR—Cuts grass or weeds. Belt driven from power take-off pulley on tractor. Continues to run even when tractor is stopped. Wt. 30 lbs.

554-2D3175....**Retail $42.50**

SHOVEL REAR CULTIVATOR—Sturdy, steel construction. Attaches to tractor at rear with ⅝" coupling pin. Adjustable offset shovel gets in close to either side of row. Wt. 10 lbs.

554-3D650.....**Retail $8.75**

DISC HARROW—For cultivating and preparing ground before planting. Attaches to front of tractor under engine base. Two section type. Wt. 15 lbs.

554-1D1175....**Retail $15.75**

FURROWING TOOL—Attaches to rear of tractor at draw bar. Ideal for laying off rows in garden before planting. May be used for hilling and covering operations. Wt. 10 lbs.

554-4D650.....**Retail $8.75**

SNOW BLOW ATTACHMENT—14" rotor, 18" between shovel points. Attaches to front of tractor. Driven with V-belt from motor. Throws snow either way. Wt 40 lbs

554-5D2225.....**Retail $29.50**

TILLER ATTACHMENT—Attaches to power drive at wheels with roller chain and sprocket. Tang rotor diameter 9", width 12". Ideal for ground preparation and cultivation. Wt. 40 lbs.

554-11D3175...**Retail $42.50**

FLOATING DRAW BAR—For attaching tools, cultivator, furrowing plow, breaking plow to rear of tractor. Will follow lead determined by direction of front of machine. Wt. 10 lbs.

554-7D335...**Retail $4.50**

LAWNMOWER HITCH (Not illustrated)—Connects your own 16 or 18" hand mower to tractor. Held in place with one pin. Wt. 5 lbs.

554-8D335...**Retail $4.50**

George GARDEN SICKLE

- 32-in. SICKLE BAR
- FLOATING HEAD
- 2 CLUTCHES
- VIBRATION NUMB ELIMINATOR
- ZERK FITTINGS
- THROTTLE CONTROLLED
- ADJUSTABLE MOTOR BASE
- GOOD CLEARANCE
- WEIGHT BALANCE FOR EASY CUTTING
- SHORT STROKE TO CUTTING KNIFE
- 12 x 3.00 HEAVY DUTY TIRES

All-purpose "close-shave" machine. Trims around ditches, trees, shrubs, fences, every hard-to-reach place. Sturdy, electrically welded steel construction. Alloy steel handles. 2 H.P. air-cooled engine, gasoline or kerosene operated. Absolutely no vibration. 32" sickle bar, and malleable sickle guards. Short stroke knife for extra power, smooth easy cutting. Traction and sickle clutches assure complete, constant control. Heavy duty tires. Height at handles, 39" Shipping Wt 144 lbs Material and workmanship guaranteed. F.O.B. Ill.

554-9D11650.....**Retail $159.50**

See GLOLITE'S display at the TOY FAIR March 9-18

Hotel McAlpin Rooms 963-4-5

The Year's most colorful, outstanding values in Christmas Lights and Decorations

Cat. No. 90—30
Cat. No. 95—19"

PLUS THE GLOLITE LINE OF FULL-COLOR 3 DIMENSIONAL ILLUMINATED VINYLITES

Cat. No. 91—30
Cat. No. 96—19"

THE GLOLITE CORPORATION

1017 W. Washington Blvd. • Chicago 7, Ill.

Coast to Coast the NEW Doll Sensation

SUSAN STROLLER

EEGEE's LIFE-LIKE WALKING HEAD-TURNING DOLL

Not for years has there been a doll with such powerful sales appeal! Dealers who feature SUSAN STROLLER report that this EEGEE creation is walking off counters faster... and in greater numbers... than any other walking doll they carry! And little wonder! For SUSAN STROLLER is the doll that has *everything* ...including a *price advantage* for your customers... a *profit advantage* for you!

NEXT TIME YOU ARE IN NEW YORK SEE THE COMPLETE LINE OF PROFIT-MAKING EEGEE DOLLS AT OUR SHOWROOMS. Or write!

GOLDBERGER DOLL MFG. CO., inc.

For over 30 years .."the doll house of distinction"

1107 BROADWAY, NEW YORK 10, N. Y., ROOM 1208 • FACTORY: 307 RICHARDSON ST., BROOKLYN, N. Y.

C. H. BENNETT, PRESIDENT

"The finest line of

DAISY

Play Guns

I've seen in 65 years"

DAISY MANUFACTURING COMPANY
PLYMOUTH-MICHIGAN U.S.A.

Dear Toy Friends:

This is Daisy's 65th Anniversary, and I'll stake my own sixty-five years with Daisy on our brand new line of play guns and shooting games which you'll see at the 1953 Toy Fair.

Daisy's name since 1888, has been the symbol of the very best in air rifles, air rifle shot and play guns. We've produced more "firsts" than you can "shake a stick at" including the first all metal air rifle (1888); the first pop-gun (1890); the first real water pistol (1914) and many others. And everyone just naturally looks to Daisy for merchandising sensations like the Red Ryder Carbine and the famous Buck Rogers Rocket Pistol and Disintegrator. I predict 1953 will add even more lustre to this fine reputation.

The scarcity of steel since World War II put a serious crimp in our play gun activities; we had to concentrate on filling the almost unbelievable demand for Daisy Air Rifles and Bulls Eye Shot. But now we're back in the play gun and shooting game field with a "bang!" Brand new ideas, ingenious mechanisms, and 65 years of toy-and-play-gun-know-how guarantee the immediate success of this new line.

I know that when you see these new play guns and shooting games you'll say, "It's Daisy For Me in '53!"

CHB:ch

C. H. Bennett

Charles H. Bennett
PRESIDENT

IT'S A DAISY PLAY GUN

DAISY PLAY GUNS

Division of DAISY MANUFACTURING COMPANY, PLYMOUTH, MICHIGAN, U.S.A.

Makers of Famous DAISY AIR RIFLES and Bulls Eye BB Shot

NEW YORK Office—FIFTH AVENUE BUILDING

Coast to Coast the NEW Doll Sensation

SUSAN STROLLER

EEGEE'S LIFE-LIKE WALKING HEAD-TURNING DOLL

Not for years has there been a doll with such powerful sales appeal! Dealers who feature SUSAN STROLLER report that this EEGEE creation is walking off counters faster . . . and in greater numbers . . . than any other walking doll they carry! And little wonder! For SUSAN STROLLER is the doll that has *everything* . . . including a *price advantage* for your customers . . . a *profit advantage* for you!

See her and ALL the other fast-selling Eegee dolls at the New York Toy Fair!

Hotel New Yorker, Room 850 — SIG FREY

McAlpin Hotel, Room 673-675 — BEN HELLER

N. Y. Showroom: 1107 Broadway, EDDIE ROSE

GOLDBERGER DOLL MFG. CO., inc.

For over 30 years..."the doll house of distinction"

1107 BROADWAY, NEW YORK 10, N. Y., ROOM 1208 • FACTORY 307 RICHARDSON ST., BROOKLYN, N. Y

another first . . .

Golden Magic . . .

exclusive with esquire!

advertised in **Look**

"Golden Magic" Tops, the sales sensation of the year, personalizes the holster in 23 Kt. Gold! All you do is write your name in pen or pencil! It's already being acclaimed by buyers country-wide and is exclusive with Esquire Novelty. Write for details today!

Showrooms:—
CHICAGO — The Republic Bldg., 209 S. State St.
DALLAS — Merchandise Mart Building
SAN FRANCISCO — Merchandise Mart, 1355 Market St.

esquire novelty company

151 WESTSIDE AVENUE, JERSEY CITY 5, N. J.
Showroom: Rm. 284 — 200 FIFTH AVE., NEW YORK, N. Y.

IT'S A WONDERFUL TOY . . . IT'S IDEAL

Ideal's NEW Sovereign Ware Dishes, fit for a young King and Queen. Royally decorated in Ivory and Gold combination
Service for 4...28 pieces $4.00

World Famous Blue Willow motif in Ideal's NEW LIFE SIZE DISHES. These dishes will sell forever!
Service for 4 . . . 28 pieces . . . $4.00
Service for 2 . . . 15 pieces . . . $2.00

Ideal's Delft Blue Dishes. All the charm and warmth of the famous Dutch pattern in this exquisitely packaged NEW dish set. Each piece with authentic Delft Blue decoration.
Service for 6...39 pieces $2.00

3 NEW REASONS why IDEAL DISHES continue to lead the field!

Send For Complete Catalog

IDEAL TOY CORPORATION
200 Fifth Avenue, New York 10, N.Y.

Chicago
14-108 Merchandise Mart

Dallas
340 Merchandise Mart

Los Angeles
914 So. Main St.

Now — Climb Aboard for Greater Sales with

The Constitution and The Revenue Cutter

The newest ships in the GOWLAND FLEET OF MINIATURES!

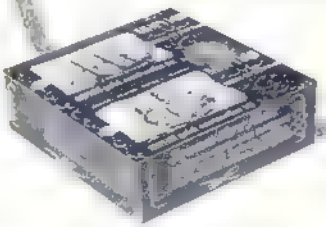
Advertising in LIFE and BOYS' LIFE!

Plus — Better Homes and Gardens, Esquire, House Beautiful, and House & Garden

Over 50,000,000 Readers!

Again in November, ads in LIFE and BOYS' LIFE will build peak demand for you by presenting the famed Frigate Constitution and the Revenue Cutter. These additions to the GOWLAND series, plus a big increase in magazine advertising, will give a mighty boost to your fall and Christmas sales.

Be sure to order a stock of these two famous ships TODAY!



Special Dual Gift Pack

Here's your chance to [illegible] business! It's a terrific Christmas gift suggestion. Two complete Shipyard Dual Kits — both with ready-to-sail ships — one with The Santa Maria and Golden Hind, the other with The Mayflower and Bon Homme Richard, with plastic bottles and parts, ready-to-use paints, cement and good quality brush.

Suggested Retail Price $3.95

One Bottle and Complete Kit . . Sug. Retail Price **$1.98**
Complete Kit without Bottle . . Sug. Retail Price **98c**

More Sales Building Promotions on SHIPYARD SHIPS IN BOTTLES

BY GOWLAND

The sensation of the Hobby-Toy Field bringing NEW SALES VOLUME *that you Never Had Before!*

Join the dealers enjoying mounting sales from the four GOWLAND ships already on the market — The Santa Maria, The Golden Hind, the Mayflower and The Bon Homme Richard. Two-color ads in September LIFE and BOYS' LIFE proclaimed these fascinating hobby-toys to your local prospects. Consumer response was instantaneous. Dealers were swamped with orders.

SPECIAL PROMOTION DEAL!

Two dozen assorted Shipyard quick construction kits, including one made-up display, window and wall streamers, counter card, ad reprints, and sales literature. All for the regular two-dozen price. Order by Stock No. 24-LP 2.

GOWLAND *Creations*

Another GOWLAND Creation

Remember—
"Hobby Days are Happy Days"

GOWLAND CREATIONS • P.O. BOX 1259 KELLOGG AVE. • SANTA BARBARA, CALIFORNIA

Ride the Profit-Trail with GRAKO KID

HIT LEATHER! CASH IN on the stampede of young bronco-busters champing at the bit for GRAKO.

Get:

- ★ **PACKAGING** that "leaps out" at kids and parents . . . bright, blazing color "ropes 'em" at first sight.
- ★ **PRODUCT** in sharp-shooting designs that never miss . . . the thrill-of-a-lifetime they can't resist.
- ★ **PRESTIGE** from a top-quality line made by an "old hand" (one of America's first) at fine leather producing.
- ★ **PROFIT** in the booming market of gun-totin' small-fry who can hardly wait to buy real leather GRAKO outfits.

YOU SHOW 'EM . . . THEY'LL BUY 'EM!

SEE THEM AT THE TOY FAIR — ROOMS 1221 - 1224 HOTEL NEW YORKER

GRATON & KNIGHT COMPANY, WORCESTER 4, MASS., U.S.A.

SHOOT for PROFITS with GRAKO KID

NEW
SELF-SELLING
COMPLETE

FULL COLOR
REAL LEATHER
AUTHENTIC

THE COMPLETE LINE THAT CAN'T MISS!

GRAKO KID has everything . . . style, color, genuine gem-studded leather . . . for smart dealers to "draw a bead" on the top market.

SEND FOR COMPLETE CATALOG

GRATON & KNIGHT COMPANY, WORCESTER 4, MASS., U.S.A.

N Y OFFICE – ROOM 263
200 FIFTH AVE., AL COUSINS ASSOCIATES

Our Record Century

Eighteen . . . Twenty-two . . . Twenty-seven Feet

It's SHEPHERD for BEAUTY
SHEPHERD for VALUE

You'll like the grace and looks of a SHEPHERD . . . thrill to its superb performance. But even more, you'll appreciate the unescapable value you'll find in the sound construction and custom features of these sleek mahogany craft. Make your selection from 18 and 22-foot models in either direct-drive utility or V-drive runabout types. Or go all out for the spectacular 27-foot, twin-screw express cruiser. Whatever your choice, you'll take real pride in your SHEPHERD . . . today and for years to come.

For Seafaring Utility Here's the BRAND NEW

JAFCO Seamaster TWENTY

Here's a real workhorse with the sleekness and agility of a thoroughbred . . . a sturdy 20-footer with 7-1/2-foot beam for roominess and generous freeboard to keep passengers and cargo dry in heavy weather. It's an ideal, staunchly built craft for general utility, hunting and fishing . . . priced from only $2,495 f. o. b. Buffalo, N. Y.

Consult your dealer or write us today for descriptive literature on SHEPHERD Boats or the JAFCO SEAMASTER TWENTY

Exclusive United States Distributor

JAFCO MARINE BASIN, Inc.

2192 Niagara Street

Buffalo 7, N. Y.

Grebe

Outstanding Yacht of the Year

ANY YEAR

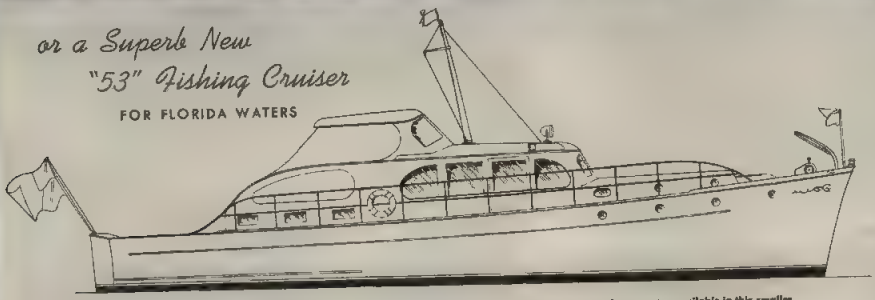
FOR THAT PRIDE IN OWNERSHIP AND LASTING SATISFACTION

the Truly Fine Yacht
CUSTOM BUILT
Distinctively Your Own

the Famous "70"

It's the "Full-Mooer" above—typical of Henry Grebe fleet in the Great Salt Lakes of Utah

or a Superb New
"53" Fishing Cruiser
FOR FLORIDA WATERS



All the appearance, seaworthiness and comfort—all the refinements of GREBE design and construction are now available in this smaller model. Naturally more modest in price, more economical to operate—its interior accommodations equal those of many a larger craft.

the "57" of '51

the "65" of 4

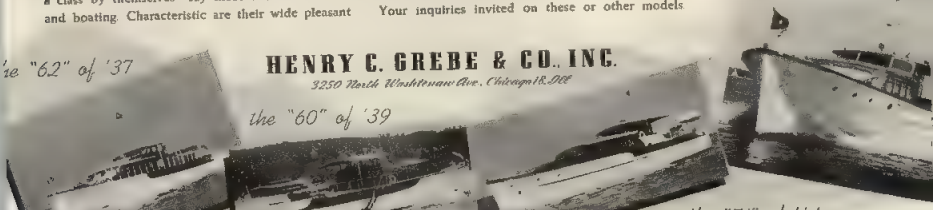
Pioneers — Pace Setters — Standards of Quality

The breath taking beauty of GREBE custom built yachts, their seaworthiness, luxurious individualized interiors, their conveniences and appointments reflect the 40 years of fine boat building that have made the name GREBE synonymous with QUALITY. "In a class by themselves" say those who know boats and boating. Characteristic are their wide pleasant decks, spacious staterooms and lounges, ample crew's quarters, tiled baths, modern galleys. They have a good turn of speed, G. M. Diesel power. Year after year these successful flush deck designs have influenced pleasure craft construction—but today more than ever, the one truly fine yacht is a GREBE. Your inquiries invited on these or other models

the "62" of '37

HENRY C. GREBE & CO., INC.
3250 North Washtenaw Ave., Chicago 18, Ill.

the "60" of '39



the "71" of '41

New

"TECH" SAILING DINGHY

Designed By M.I.T.

Molded exclusively

by BEETLE BOAT CO.

Designed by a committee at M.I.T. for its Nautical Association, this newest addition to the line of famous "BB" Fiberglas Plastic boats is replacing the wooden boats of the Tech fleet. It has also been approved as an official inter-collegiate racing dinghy for college sailing clubs throughout the country.

12½ feet long, with a beam of 5' 0", and carrying 72 sq. ft. of sail, this remarkable modern craft surpassed rigid tests for speed and stability under varying weather conditions.

The Fiberglas Plastic hull, with transom, rails, fore deck (air tank under), aft deck (air tank under) and centerboard box, is molded in one seamless, leak-proof piece. Exterior surfaces have molded-in color to eliminate cost of painting. Standard spars are aluminum with slotted sail track.

Fast, able, lively and safe with built-in fore and aft flotation, she displays smooth flowing lines, a generously flared bow, beautiful sheer and an arced transom. Briefly, the TECH Sailing Dinghy combines every feature desired in a small sailboat—speed, ability, beauty and safety, plus *Lifetime Sustained Economy*. Available on order from sailing groups or individuals, early in 1953.

Price $666.00 at New Bedford, Mass. Extras: Sail, and crating if desired. Send for folder.

Other "BB" Fiberglas Plastic sailboats—12' 8" SWAN; 10' 8" GULL; 8' 3" SAILER

BEETLE BOAT CO. Inc. New Bedford 4, Mass.

get the most speed and snappy look *in* a comfortable

SEA-CAT

one-design twin-hull CLASS RACER and family pleasure boat

economy KITS 8 to 20 ft., larger cats to order

by the first exclusively-twin hull mfgr. in the u. s. a.

Custom Hydrocraft

billerest box 19, san diego 3, california

IKE GOES FIBERGLAS

(*Continued from page* 89)

Both parting agents are used on each operation and are priced at $4.50 per gallon.

Perhaps the most useful thing used in handling plastic is a hand cleaner called Norez. This is a necessity as the resin gets very sticky on the hands and has to be removed frequently. Acetone can be used for cleaning the brushes but is too harsh for human skin. I got a very irritating sore on my hand from cleaning with acetone.

Information on where to buy the materials called for here can be had by writing the editor of MoToR BoatinG, 572 Madison Avenue, New York 22, New York.

And now we come to the step-by-step building procedure as applied to an actual boat.

William Atkin, who needs no introduction to MoToR BoatinG readers, has given us permission to use one of his designs which has appeared in MoToR BoatinG and which will prove, I hope, that the use of fiberglass-reinforced plastic in boat building need not sacrifice one iota of the traditional beauty and design as developed by those venerable artists of the drawing board, whose names are synonomous with the development of the American yacht.

Of the choice of three designs offered by Mr. Atkin, I have selected Ike and the selection had nothing to do with the results of the recent election. Rather, Ike was chosen because it was the smallest of the three boats and thus more adaptable to the all-plastic hull. She could, of course, be conventionally framed, planked with ¼-inch plywood and protected and fortified with two laminates of glass cloth, but I have presented her as an all-glass hull to show how small boats of the V-bottom type can be built of this material.

Ike is a Safe Boat

Ike, though small, is a big boat. She is big because of a rare combination of seaworthiness and utility for the job for which she was designed. Her water-tight compartments make her unsinkable and her light weight makes it easy to transport her to your favorite fishing grounds, yet she is a safe boat to take out to sea where the big fish are.

Now that she has taken on the rhino toughness of fiberglass she will be practically indestructible. After a winter's storage, she will take to the water in the Spring without fear of shrunken planks and hours of pumping to keep her head above water. On the contrary, supplies and gear can be loaded before launching in the assurance that they will remain dry "Nail sickness" will never afflict her, so that you may expect more time for fishing and less in the maintenance of your boat.

Her original plans and building instructions are found in Volume Twenty of MoToR BoatinG's Ideal Series—Forty Designs For Post-War Boats. I have altered her structure somewhat to take advantage of the amazing qualities of fiberglass, so she will be a little lighter but will retain the same lines and appearance.

The first step is to lay down the lines full size on a suitable sheet of heavy building paper. Develop all three views with different colored pencils so that the outline of her timbers can be done with lead pencil and will show clearly. Draw the rabbet as given in the Table of Offsets from Station 2 to 12. The top of keel and deadwood will be drawn ¼ inch above the rabbet and the top of the apron piece will be drawn ¾-inch above the top of the keel and deadwood. Forward of Station 2 the apron piece will continue in its full width to the top of the stem and dimensions are given on the new construction profile.

The rabbet aft of the deadwood is not on thin air as it looks but later will be filled with plastic. It is necessary to establish the rabbet so that the station lines from the chines can be drawn in their true shape to the heights and half breadths of the rabbet. Then when drawing the mold frames the skin thickness of 3/16-inch on the topsides and ¼-inch on the bottom as well as the mold skin thickness will be deducted,

offer opportunities to display the beauties of professionally finished woods.

Another application of plywood to boat building is the use of this material for gussets in the construction of frames. The plywood gusset is screwed and glued over the frame joint and filler block and the joint, which otherwise would be weak, becomes the strongest part of the frame. Point A in one of the photographs illustrates a chine corner gusset while B shows the gusseted joint at the center of the frame at the keel batten.

You will note that in all of the above applications, plywood is used only as a covering material and not as a supporting member. All fastenings, such as screws, would normally go through the sheet at right angles as illustrated in the line drawing at A. Plywood planking, for example, would be fastened to the boat frame by screws and a generous application of some marine glue such as Cascophen or Weldwood.

Not Adapted for Frames

How would it be if we tried to make use of plywood in thicker panels for such items as frames, stems and an unframed transom? We have seen this suggested in a few how-to-build boat articles but we do not believe that there would be much advantage in this sort of construction. In the first place if one were to cut all the frames necessary for even a small boat from a sheet of ¾-inch plywood there would be considerable waste and this thicker material is relatively expensive.

The second thing that would prejudice us most against this set-up would be the inferior screw-holding ability of the material involved. We usually think of one of the requisites for a material to be used for both frames and stems to be something that will hold screws well. That is why we usually specify white oak. It is almost like iron and when a screw is turned into the proper size lead hole drilled in the wood it cuts its own thread and stays put. The stem of a boat holds the sides together at the bow and if the fastenings pull out of this member the whole boat begins to let go.

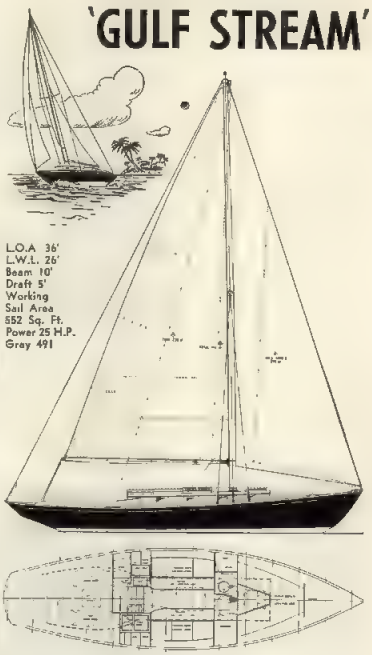
Likewise for framing a material is needed into which screws can be pulled sufficiently tight so that the screw heads will pull down flush in the planking. It is discouraging to have the screw threads strip from the wood before this takes place. Fir is a soft wood and at best does not have the screw-retaining qualities of harder woods. If a screw is placed as shown in the line drawing at B it will be even less effective for it may go either into an end grain or a side grain or both, depending on how it hits the piles. Even if a lead hole of the proper size is drilled for the screw there is a possibility that the fir plywood may split. If screws are driven this way, it should be kept in mind that the screw-holding power will be about the same as it would be for a screw placed in end grain, or about 70% of what it would be in side grain.

Difficult to Bevel

Another bad feature about using plywood for frames is that the frames must be beveled so that the plywood skin or planking will lay smoothly over the frames and not pass over any sharp corners. This is usually accomplished by planing a bevel on each frame and checking the angle with a batten until the bevel is correct and the batten lays fair. Planing frames with the grain running in both directions is a tough proposition, calling for a razor-sharp plane and lots of skill. Cutting a rabbet in a plywood stem would involve even greater effort.

We believe that if the amateur builder will use plywood for a covering or planking material only and forget about its use as framing, other than for gussets, and be absolutely sure that he is using *nothing but the best marine plywood* he can take advantage of all its good qualities. These include availability in a choice of panel sizes and thicknesses, greater strength, and lightness. Remembering, too, that it provides a selection of various woods for decorative effects the writer feels that this fine product has much to offer, and that its limitations are no more than might be expected in any other good boatbuilding material.

Board the NEW 'GULF STREAM'



Thirty-Six Feet of Superb Craftsmanship, Outstanding Ability

★ Soon ready for departure, GULF STREAM crystallizes the phrases experienced sailormen use to describe the ultimate, medium sized auxiliary: Sturdy, dry, fast; luxuriously roomy, custom quality. She's an able single-hander that will point high and foot fast.

★ GULF STREAM exemplifies the fine workmanship and materials traditional with all Derecktor boats: White oak frames, Honduras mahogany planking and trim, Everdur Fastenings, bronze floor timbers in the way of the keel, lead keel.

★ *GULF STREAM is your lifetime boat!* She's the very latest Sparkman & Stephens design—backed by their experience and achievement in sailing craft of all types, from Cup Defenders to ocean racers.

WRITE IMMEDIATELY FOR DETAILED PARTICULARS.

ROBERT E. DERECKTOR, *INC.*

311 Boston Post Road — Mamaroneck, N. Y.

Phone: MAmaroneck 9-0950

He's done it AGAIN!

REGAL BEAGLE... the WINNER and still CHAMPION!

More honors for a great favorite . . . sales records are smashed wherever he is shown!

Regal Beagle comes from a long line of thoroughbreds—for more than 55 years the "champions" in stuffed toys have been made by . . .

Gund

Gund

See the NEW exciting collection of GUND creations.

CHAMPIONS ALL

Made with the same fine quality, craftsmanship and value for which GUND has been famous since 1898.

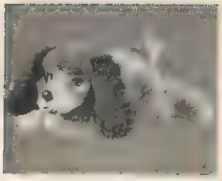
Send for our New 1953 Catalog

ROOM 226

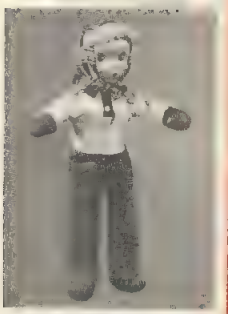
MANUFACTURING COMPANY • J. SWEDLIN INC., Successor

200 FIFTH AVENUE, NEW YORK 10, N. Y.

New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal



Gund BROUGHT YOU THESE SMASH HITS IN '52



No wonder one terrific GUND year follows another — these original new numbers embody the same fine quality, craftsmanship and value for which GUND has been famous *SINCE 1898.*

ROOM 226

Gund MANUFACTURING COMPANY • J. SWEDLIN INC., Successor
200 FIFTH AVENUE, NEW YORK 10, N. Y.
New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal

Get into High Gear with Banner

the fastest selling profit line of action toys

COMMENDED PARENTS' MAGAZINE

Banner PLASTICS CORP.

Representatives
Mid-Atlantic and New England
Midwest
Southwest
Western
Banner Export Company
Dominion of Canada

5 Reasons WHY your Customers will BUY...

Gund's Bye Bye BEAGLE * *
and his
TRAVEL WARDROBE

Size 10" x 13"
Retail Approx $10.00

1 A 9 PIECE OUTFIT!

Bye Bye Beag e has a striped jersey sweater and a plaid corduroy acket, a rubber bone with a metal bell that ingles, a plastic comb, a red p astic leash and a collar with metal bells, 4 black eatherette roller skate boots plus a sturdy, whimsically designed travel case!

2 AN ACTIVITY TOY!

Children will keep happily at play for hours changing his numerous outfits—comb'ng his brown and beige plush and pulling him along on his roller skate boots! They'll love his lifelike vinyl face too . . with realistic eyes that open and close (even wink at you)!

3 FOR BOYS AND GIRLS ALIKE!

At last . . . a toy that every little child can p ay with! It makes no difference if he s a regular little He-Man . or if she's a little Mother they'll both want to own him and care for him well they'll both be delighted with his irresistible appeal

4 A PORTABLE PLAYTHING!

Bye Bye Beagle can take a trip anywhere because he comes in a sturdy travel case with a red plastic handle beautifully decorated with a four color hand print and travel stickers This handy case is 10" x 13" x 6"

5 INDIVIDUALLY BOXED!*

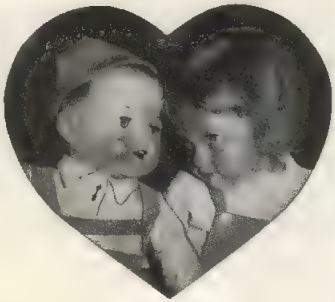
The ideal gift when the family wants a toy . . . perfect for grandmothers and grandfathers, aunts and uncles! Easy to gift wrap (and hide from peeking eyes)! No carton to buy, no packing to do they can send it through the mail by just addressing the carton

Since 1898, GUND has been famous for fine quality, craftsmanship and value!

*Individually Boxed in a Mail Order Carton

** Copyrighted, by J. SWEDLIN, INC.

Gund MANUFACTURING COMPANY • J. SWEDLIN INC.
200 FIFTH AVENUE, NEW YORK 10, N. Y.
New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal



SAYCO DOLLS

SINCE 1907

Sorcery *with* Saran!

Ready With the World's Finest Selection of

ROOTED HAIR DOLLS

Sayco scores again with an advanced line of dolls that features the ultimate in hair-do's.

For true wig magic, you'll find nothing to equal Sayco's beautiful new Rooted Hair Dolls. This year more than ever, you'll be missing a lot if you don't see Sayco.

Sayco Doll Corporation

FACTORY
151 KENT AVENUE
BROOKLYN, N. Y.
EVergreen 4-1215

SHOWROOM: ROOM 2503
1407 BROADWAY
NEW YORK

He's done it AGAIN!

REGAL BEAGLE... the WINNER and still CHAMPION!

More honors for a great favorite . . . sales records are smashed wherever he is shown!

Regal Beagle comes from a long line of thoroughbreds—for more than 55 years the "champions" in stuffed toys have been made by . . .

Gund

See the NEW exciting collection of GUND creations.

CHAMPIONS ALL

Made with the same fine quality, craftsmanship and value for which GUND has been famous since 1898.

Send for our New 1953 Catalog

ROOM 226

Gund

MANUFACTURING COMPANY • J. SWEDLIN INC., Successor

200 FIFTH AVENUE, NEW YORK 10, N. Y.

New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal

Only

SUPERB HALCO BRAND

GIVES YOU

HOLSTER SETS

FOR EVERY PLAY TREND

Yes, a holster set for every child's preference! Just name it—and Halco has it—western . . . space . . . military . . . Canadian Mountie . . . or Indian! Halco gives you not only the most complete but the fastest selling lines. All handsomely designed . . . attractively packaged . . . and full of extra values at modest prices. Everything to make selling easier —volume bigger—and profits better!

Hot off the press! OUR NEW 1953 CATALOG Write for your copy today

J. HALPERN COMPANY

810 Penn Avenue, Pittsburgh, Pa. | 200 Fifth Avenue, New York City

Also Leading Makers of

HALLOWEEN COSTUMES, PLAYSUITS, TOY PISTOL CAPS, SPARKLERS, SKY FLIERS, ICICLES, SANTA SUITS

look for

STURDEE GYM

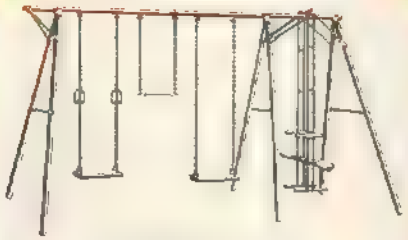
now making the

big swing across the nation!

STURDEE GYM *the complete line for children*

BEST IN THE BACK YARD

- rust resistant
- rigid-braced corners prevent gym-shimmy
- exclusive rentered-ride ball-bearing swing carrier
- product liability insurance carried on all gym sets
- no open steel ends anywhere to cause injury



MODEL #7304

WRITE FOR FREE CATALOG OF ENTIRE LINE

see **STURDEE GYM** . . . *the new and finer line from the west's*

oldest manufacturer of **BACKYARD PLAY GYMS**

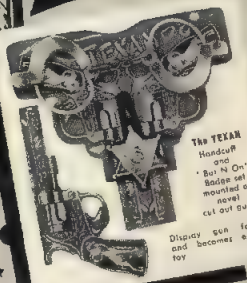
PLAY-YARD EQUIPMENT CO

2322 East Vernon Ave. • Los Angeles 58, Calif.

Something NEW* has been Added

to the Popular

HALE-NASS *Line*



The TEXAN Handcuff and "But N On" Badge set mounted on novel cut out gun

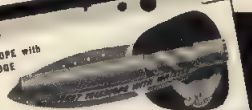
Display gun folds and becomes extra toy

POLICE GALL

Includes handcuffs, badge, night stick and card on handsome lithographed display

SPACE PATROL

Smart, beautiful space display holds Space Telescope, Handcuffs, Space Badge and Space Force membership card.



ROCKET TELESCOPE with WHISTLE & BADGE

on colorful eye-catching modern cut out display

Western Sets	Badges
Whistles	Goggles
Lariats	Handcuffs
Space Toys	Telephones
Blo-Ball Sets	Telescopes
Defense Sets	Police Sets
Detective Sets	Ranger Outfits
Emergency Outfits	Sheriff Sets
Fingerprint Sets	Mail Man Sets
Space Walkie Talkies	etc.

Featuring ALUMINUM HANDCUFFS

Carded in Display Boxes and Bulk

SEE THEM ON DISPLAY

at our PERMANENT SHOWROOM
200 FIFTH AVENUE
NEW YORK CITY
Rm. 1139

During the TOY FAIR at the Hotel
McALPIN
NEW YORK CITY
Rm. 1051

HALE-NASS *Corporation*

AMERICAN TOYS

489 BROOME ST., NEW YORK 13, N. Y.

Now-DAISY Play Guns

No. 940 **DAISY TRAINING RIFLE**
one of the many new Daisy Play Guns being introduced at the Toy Fair

You simply cannot afford to buy any play guns until you have seen this completely new line of patented DAISY pop guns, cork guns, pistols, training rifles and shooting games.

This entirely new line features traditional Daisy values and Daisy quality at realistic Daisy prices.

America's familiar buy-words "It's A Daisy" appear on each new product. Millions of parents (formerly Daisy Air Rifle owners) will remember that slogan -and buy with confidence!

Please note our new address. **DAISY PLAY GUNS**

Division of DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN, U. S. A.
NEW YORK OFFICE • 114 Arcade • FIFTH AVENUE BUILDING

Hallmark...

Pioneers in the field of Shock Protected Watches

★ Dust-protected
★ 17 Ruby Jewels
★ Anti-Magnetic
★ Fully Guaranteed

HALLMARK SHOCK PROTECTION GUARDS THE BRAIN OF YOUR WATCH

Hallmark Balance Staff is Guaranteed against Breakage Forever*

★ **SHOCK PROTECTED**

Distinguished, yet streamlined, this modern styled watch is popular with all men. 10K yellow gold-filled, dust-protected case with matching gold-filled expansion bracelet. Raised figure dial under a high domed crystal. Famous 17 Jewel Hallmark movement.

337HK3150
Sugg. Retail **$67.50**

★ **SHOCK PROTECTED**

Smart and brilliant styling. This dependable 4-color timekeeper has a 14K yellow gold case with matching gold-filled expansion bracelet. The raised figure dial is very easily read under the raised crystal. 17 Jewel Hallmark movement.

336HK3700
Sugg. Retail **$125.00**

★ **SHOCK PROTECTED**

A watch that's styled for the important man. It features a rectangular 14K yellow gold, dust-protected case with matching gold-filled expansion bracelet. Hi-faceted crystal over a raised numeral dial. 17 Jewel Hallmark movement.

335HK5000
Sugg. Retail **$110.00**

A

★ **WATERPROOF**
★ **SHOCK PROTECTED**

A Dust-protected case has yellow top, non-corrosive metal back. Gold-filled combination expansion bracelet. Radium figure dial and hands can be read in dark. Sweep second hand in red. 17 Jewel Hallmark movement.

No. 338HK3400
Sugg. Retail **$71.50**

B

★ **WATERPROOF**
★ **SHOCK PROTECTED**

B The stainless steel case of this neat watch is dust-protected, has a matching stainless steel expansion bracelet. The radium figure dial and hands are easily read in the dark. Sweep second hand. 17 Jewel Hallmark movement.

No. 339HK2950
Suggested Retail **$57.50**

C

★ **SHOCK PROTECTED**

C Elegantly styled watch features a 10K yellow rolled gold-plate Dust-protected case with matching combination gold-filled expansion bracelet. 17 Jewel Hallmark movement for reliable accuracy. Sweep second hand. Raised figure dial. Raised crystal.

No. 340HK2950
Suggested Retail **$57.50**

D

★ **SHOCK PROTECTED**

D 10K yellow rolled gold plate Dust protected case with non-corrosive metal back. Matching gold filled expansion bracelet. Raised figure dial, under a raised crystal. Kept accurate with efficient 17 Jewel Hallmark shock protected movement.

No. 341HK2625
Suggested Retail **$55.00**

E

★ **SHOCK PROTECTED**

E 10K yellow rolled gold-plate, dust protected case with a non-corrosive metal back and matching gold filled expansion bracelet. It offers the dependable accuracy of a 17 Jewel Hallmark movement. Easy-to-read raised numeral dial and high-domed crystal.

No. 342HK2625
Suggested Retail **$55.00**

F

★ **SHOCK PROTECTED**

F This distinguished dust protected case is of 10K yellow rolled gold plate with a non-corrosive back. Matching gold filled expansion bracelet. Clearly legible raised figure dial, under the smart high domed crystal. 17 Jewel Hallmark movement.

No. 343HK2625
Suggested Retail **$55.00**

Hallmark introduces the

WRIST ALARM

Triumph of watchmaking! This beautiful, streamlined wristwatch actually serves you as an alarm clock, too! It sounds a long, clear signal at any time you set. Wakes you in the morning, no matter how soundly you sleep, reminds you of appointments. 10K yellow gold filled, dust-protected case with matching gold filled expansion bracelet. Combination radium and gold figure dial can be read in dark. Sweep second hand. Entire watch powered by super accurate 17 Jewel Hallmark Alarm movement.

No. 333HK6250
Suggested Retail **$135.00**

Same as above with 14K yellow gold case and gold-filled expansion bracelet.

No. 334HK10900
Suggested Retail **$225.00**

Shock-resistant and waterproof features of Hallmark watches are guaranteed to conform with the specifications issued by the Federal Trade Commission. Printed instructions are included with every Hallmark watch.

PLAN NOW FOR HALCO'S LIFE HOLSTER SET!

ADJUSTABLE BELT

A SURE-FIRE *Sell Out!* by

SUPERB HALCO BRAND

COMMENDED by PARENTS MAGAZINE

SUGGESTED RETAIL
DOUBLE SET $4.95
SINGLE SET $2.95

TO BE SEEN IN LIFE NOVEMBER 23rd ISSUE
...JUST IN TIME FOR CHRISTMAS SELECTION

An unusual value—styled in genuine brown and tan leathers—with adjustable belt, felt backing, heavy metal ornamentation. Available with Texan Jr. or Cowboy Jr. repeating pistols to retail at only $4.95 double—$2.95 single.

Write today for information, including our complete 1953 Holster Catalog!

J. HALPERN COMPANY
610 PENN AVE., PITTSBURGH 22, PA.
200 FIFTH AVE., NEW YORK

BLUE RIDGE Dinnerware

Hand Painted UNDERGLAZE

This page illustrates exclusively the famous brand of dinnerware that is HAND PAINTED UNDER THE GLAZE and back-stamped BLUE RIDGE. You will be proud to possess or give as a gift this BLUE RIDGE dinnerware, because the genuinely HAND-PAINTED PATTERNS, UNDER THE GLAZE, will always appear new and fresh-looking as long as the dinner service is desired.

Every pattern on this page is truly BLUE RIDGE dinnerware—a superior semi-porcelain, and the HAND-PAINTED PATTERNS are covered permanently with mirror-like glaze at a fusion heat that completely seals in and fully protects the lovely hand-paintings thru years and years of lasting service.

CANDLEWICK MT. MEADOWS

A cheerful pattern in sunny yellow accented in brown and green. The HAND PAINTED spray is gracefully arranged, extending from the edge to the center. The beaded edge is stippled in green.

		Retail Per Set
1950B385	5 piece set	$ 6.20
1915B590	20 piece set	9.50
1916B1215	35 piece set	19.50
1917B1840	53 piece set	29.50

COLONIAL BOW KNOT

Modern color scheme—chartreuse and brown. The motif is a spray tied with double bow knot. Gracefully fluted shape emphasizes the fine smooth glaze.

		Retail Per Set
1951B395	5 piece set	$ 6.40
1918B600	20 piece set	9.60
1919B1235	35 piece set	19.80
1920B1875	53 piece set	30.00

PIECRUST NATCHEZ

Lovely ensemble of complementary colored flowers, framed with green stippled border on piecrust edge

		Retail Per Set
1952B415	5 piece set	$ 6.70
1921B630	20 piece set	10.00
1922B1305	35 piece set	21.00
1923B1985	53 piece set	31.75

COMPOSITION OF SETS:
5 piece set, 1 creamer, 1 sugar with cover, 1 platter 11" overall, 1 vegetable bowl 7".
20 piece set, 4 cups, 4 saucers 4 dinner plates 9¼" overall, 4 bread and butter plates 6" overall, 4 fruits 5" overall. Wt 11 lbs.
35 piece set, 6 cups, 6 saucers, 6 dinner plates 9¼" overall, 6 bread and butter plates 6" overall, 6 fruits 5" overall, 1 open vegetable bowl.

SKYLINE MOUNTAIN CHERRIES

This pattern pleases the conservative taste. The red cherries and green stems, framed in circular lines, reflect good taste wherever displayed

		Retail Per Set
1952B425	5 piece set	$ 6.80
1924B650	20 piece set	10.50
1925B1350	35 piece set	21.60
1926B2020	53 piece set	32.40

1 platter 11" overall, 1 creamer, **1 sugar bow with cover. Wt 20 lbs.
53 piece set, 8 cups, 8 saucers, 8 dinner plates 9¼" overall, 8 bread and butter plates 6" overall, 8 fruits 5" overall 8 lug soups, 1 open vegetable bowl, 1 platter 13" overall, 1 creamer, **1 sugar bowl with cover. Wt. 34 lbs.

**count as two pieces.

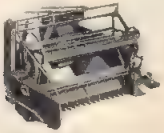
any boy can do a man's job

with the simple-to-operate

GEHL®

PRONOUNCE IT "GALE"

FORAGE HARVESTER



The GEHL Mower-Bar Attachment is making a hit everywhere! With a five foot swath, it cuts standing crops from short Alfalfa to tall Sudan and Sorghum, chops and blows it into wagon . . clearing the field in one operation, saving sweat, back-breaking labor and time. Helps you beat the man shortage and the weather.

QUICK CHANGE-OVER for 3-way Harvesting
From the Mower-Bar, you can change quickly to the Hay Pickup or Row-Crop Attachment. Your choice of engine power or power take-off from tractor

. . . any boy who drives a tractor can operate a Gehl Forage Harvester. Many owners let their teen-agers run the outfit, and sometimes they do custom-work for neighbors. This simplicity of operation, known to all Gehl Chopper owners, indicates the smart, practical, experienced engineering in every part of the Gehl. Built by specialists in the manufacture of feed choppers for over half a century, the Gehl works better, lasts longer.

There's a big difference in Forage Harvesters. The Gehl chopping mechanism follows the basic principle so successfully used in Gehl Silo Fillers, famous for years. Clean, fast, uniform chopping that makes better feed . . . silage that packs well, keeps better, is one of the reasons for Gehl leadership in Forage Harvesters year after year.

Find out why ***Gehl has sold more Forage Harvesters than any other independent manufacturer.*** Talk to Gehl owners . . . visit your dealer.

GEHL SINCE 1859 A DIFFERENCE IN YEARS

. . . a good name to go "buy"

Get the facts about "GRASSLAND" FARMING free!

Send for ***new free book:*** "Streamlined Methods of Harvesting Hay and Making Grass Silage." ***Tells how*** to store in stacks, trench silos, top-of-ground, or regular silos . . . ***who*** should go to grass farming . . . ***when*** to sow or plant . . . ***when*** to cut . . . ***how*** short to cut, and scores of other important questions that will show you how others are making ***more*** money with "grass silage."

MAIL THE COUPON TODAY!

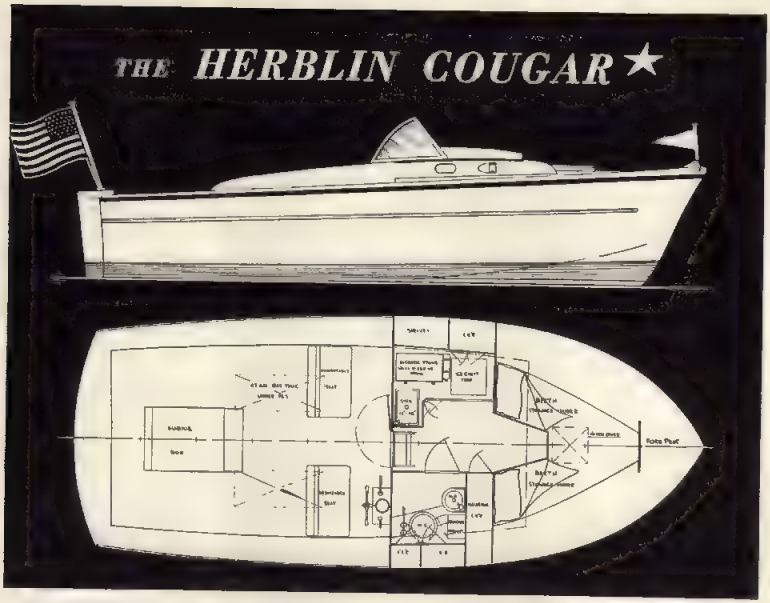
free

GEHL BROS. MFG. CO.
Dept. MA-510, WEST BEND, WISCONSIN

You may send me your book on "Green Silage" ☐
Colorful Forage Harvester catalog ☐
FREE PLANS for building self-unloading wagon box using Gehl metal parts kit ☐
Have dealer show me new Gehl color movie on Grassland farming ☐

NAME _____

ADDRESS _____



LESS WORK ★ MORE PLAY ★ LONGER LIFE

Practical Absence of Maintenance Pays Initial Cost

THE permanent reinforced one-piece Fiberglas plastic hull of the 27′ x 11′ 6″ x 2′ 4″ Herblin Cougar requires practically no maintenance. It is steel-tough, non-absorbent, rot-proof and glass-smooth, and its yacht-white impregnated color never needs refinishing. Here's the one boat that amortizes its cost over the years through the elimination of maintenance expenses common with wood or metal hulls. Furthermore the labor saved in annual fitting-out and active season care, usual with wood or metal hulls, gives you loads of additional time to actually enjoy your boat. You are its master—not its servant.

Two COUGAR Outboards

Family Outboard Runabout, 14′ x 5′, with 4′ forward deck, locker and seats for six. Does 35 m.p.h. with 25 H.P.

Outboard Utility 9′ 6″ x 44″, weighs only 90 lbs. Ideal for dinghy, fishing or knocking-about.

Designed by W. H. Tripp, Jr., noted naval architect, this vee-drive, engine in stern, cruiser has unusually spacious accommodations, including galley complete with two-burner range, sink, refrigeration, dish racks, cupboards, etc., large enclosed lavatory with basin, full height wardrobe, two full-sized bunks, plus optional sleeping accommodations for two additional in cockpit under enclosed navy top. Powered with 125 H.P. Gray, the sleek Cougar Cruiser will do 22 m.p.h. It has the speed of a runabout, the comforts of a larger cruiser, the labor-saving advantages of modern marine construction and a hull that is resistant to deterioration. Do you know of any better boating investment?

Get Herblin Cougar Facts At

Block A—Fourth Floor **National Boat Show, Grand Central Palace, N. Y. C.**

Or Write Us Now

HERBLIN BOAT COMPANY, Box 227, Jackson Heights, New York

Pla-master PLAY SUITS

Official Hopalong Cassidy TRADE MARK REGISTERED *SANFORIZED Shrunk by ISKIN, TELFORD, PA.

see the sensational most colossal official Hopalong Cassidy line of the year backed by 43 years of experience!

the complete new playsuit line by ISKIN at the Hotel NEW YORKER—Room 622

and also at our permanent showroom, 200 5th Ave., Suite 1458

Volume Priced! Value Packed!

herman ISKIN and co.
PLAYSUITS SINCE 1910

HERMAN ISKIN & CO. 200 FIFTH AVE., NEW YORK, N. Y. SUITE 1458

look for STURDEE GYM.

see STURDEE GYM with 10 best features

10 WAYS BETTER. Finished in baked-on enamel, exclusive ball-bearing centered swing carrier, all hardware cadmium plated, all new extra heavy steel, rigid bracing, complete range of sets for two-to-teens, rounded end acorn and safety locknuts, soft non-blistering rubber rings, all models protected by product liability insurance

MODEL No. 7304
STURDEE PACESETTER
WRITE FOR FREE CATALOG OF ENTIRE LINE

see STURDEE GYM'S new national quality line made by the west's oldest manufacturer of

BACKYARD PLAY GYMS...

2552 East Vernon Ave. • Los Angeles 58, Calif.

Hollywood Dolls the dolls of the stars

movable eyes, head, arms and legs

Princess Series
Lucky Star Series
Nursery Rhymes
Playmates
Little Friends

Toyland Series
Sweetheart Series
Lullaby Baby Series
Western Series
Everyday Series
Cradle Series
Baby Buggy Series
The Lucky Star Doll
Queen for a Day
The Wishing Doll
Old Mother Witch

The Nun
Peter Rabbit
Bunny Rabbit
Bridegroom
Ballerina
Undressed
Bedtime Doily
Little Snow Baby
Doll Stands
Cradle
Carriage

Hollywood Doll Manufacturing Co.
1708 STANDARD AVE. GLENDALE 1, CALIFORNIA
Phone CHapman 5-3654

SALLY BEASLEY
1025 SANTA FE BLDG
2ND UNIT
DALLAS 2 TEXAS
CARL A. CLARKE
1706 STANDARD AVENUE
GLENDALE 1, CALIF
McCLELLAN & SIDEBOTTOM
355 MARKET STREET
SAN FRANCISCO 3, CALIF.
PLAY TESTED TOYS
221 W CHICAGO AVE
CHICAGO 10, ILL

Eyes

Moving eyes for soft vinyl dolls' heads.
Moving eyes for all character dolls.
Moving eyes for miniature dolls.

by MARGON . . . whose 36 years' experience in the doll industry has made them the world's outstanding producer of realistic eyes and voices for dolls.

MARGON CORPORATION, Bayonne, N. J.
Direct New York Phone: WHitehall 3-2788

NOW . . . in response to requests of leading retailers

DELUXE
MYSTIC EYE
PRESENTATION PACKAGE

a luxurious red-velvet-and-gold gift package

to retail at $2.95

(wholesale $21.00 dozen)

perfectly timed for CHRISTMAS SELLING

IT'S THE PARTY GAME THAT'S SWEEPING THE COUNTRY!

ORDER FROM YOUR JOBBER—

Deluxe MYSTIC EYE, retail $2.95; wholesale $21.00 dozen
Standard MYSTIC EYE retail $1.00, wholesale $7.20 dozen

Free displays—Demonstrator Unit—Newspaper Mats—Glossy Photographs—Radio & TV Scripts

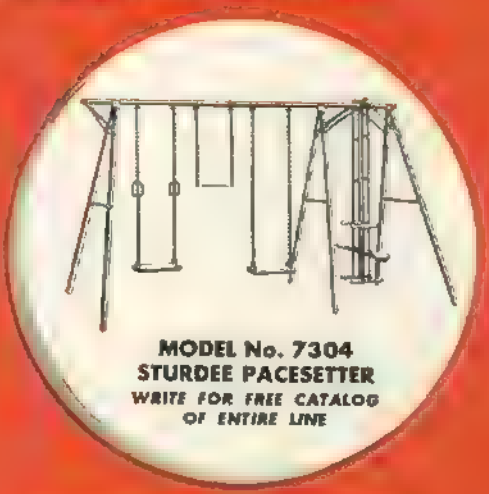
MISTER B INDUSTRIES
2500 - 18th Street
San Francisco 10

In Canada: Giftcraft, Ltd., 77 York St., Toronto 1, Ontario

look for STURDEE GYM

see STURDEE GYM with 10 best features

10 WAYS BETTER Finished in baked-on enamel, exclusive ball-bearing centered swing carrier, all hardware cadmium plated, all new extra heavy steel, rigid bracing, complete range of sets for two-to-teens, rounded end acorn and safety locknuts, soft non-blistering rubber rings, all models protected by product liability insurance.



MODEL No. 7304
STURDEE PACESETTER
WRITE FOR FREE CATALOG OF ENTIRE LINE

see STURDEE GYM'S new national quality line made by the west's oldest manufacturer of

BACKYARD PLAY GYMS...

2222 East Vernon Ave. • Los Angeles 58, Calif.

Hollywood Dolls the dolls of the stars

movable eyes, head, arms and legs

Princess Series
Lucky Star Series
Nursery Rhymes
Playmates
Little Friends

Toyland Series
Sweetheart Series
Lullaby Baby Series
Western Series
Everyday Series
Cradle Series
Baby Buggy Series
The Lucky Star Doll
Queen for a Day
The Wishing Doll
Old Mother Witch

The Nun
Peter Rabbit
Bunny Rabbit
Bridegroom
Ballerina
Undressed
Bedtime Doll
Little Snow Baby
Doll Stands
Cradle
Carriage

Hollywood Doll Manufacturing Co.
1708 STANDARD AVE. GLENDALE 1, CALIFORNIA
Phone CHapman 5-3654

SALLY BEASLEY
1023 SANTA FE BLDG
2ND UNIT
DALLAS 2, TEXAS
CARL A. CLARKE
1708 STANDARD AVENUE
GLENDALE 1, CALIF
McCLELLAN & SIDEBOTTOM
1355 MARKET STREET
SAN FRANCISCO 3, CALIF
PLAY TESTED TOYS
221 W CHICAGO AVE
CHICAGO 10, ILL

who said **"monkey business"** doesn't make money?

. . . They haven't found out about Hol-le's new, big, 38" tall, personality plus Monkey Mates! Fascinating, child-sized felt toys dressed in roguish clothes that come off to be laundered. Made by Hol-le Toys which means the highest standard of workmanship in the entire industry. Individual samples sent on request.

Girl Monkey TF 15 G, 38" tall
Boy Monkey TF 15 B, 38" tall } to retail about $15 each. Also 27" tall, to retail about $10.95.

WRITE FOR PHOTOS OF HOL-LE'S COMPLETE LINE OF 42" TALL LIFE-SIZE DOLLS

Hol-le toys

SHOWROOM 200 Fifth Avenue, New York 10, N. Y.
FACTORY 148-150 Post Ave., New York 34, N. Y.
Division Riverdale Toy Manufacturing Co.

make every day a Hol-le day

Hol-le toys

Showroom
200 Fifth Avenue, New York 10, N. Y.

Factory
148-150 Post Ave., New York 34, N. Y.
Division Riverdale Toy Manufacturing Co

. . . by promoting HOL-LE Toys . . . the most consistent reorder line in America! HOL-LE'S soft, lovable, cuddly Brother and Sister—made in the HOL-LE manner, which means the highest standard of craftsmanship in the entire industry. Approx. 13½" tall, with removable clothes and movable arms and legs. Washable plastic coated faces. In Polka-Dots and bright colored prints. Boy (H334), Girl (H335)—to retail about $2 each.

America's Popular Miniatures

No. 301—Bride

• 7½" Tall
• Moving Eyes
• Moving Arms
• Moving Head
• Moving Legs

REPRESENTATIVES:

EARL G. MORGAN
1415 Glynn Court, Detroit, Mich.

OTTO H. STEVENS
411 N. Homer St., Maysville, Ga.

JAMES A. PATTERSON CO.
609 Ridge Rd., Kenilworth, Ill.

WILLIAM T. STARR
3822 Travis, Dallas, Texas

GENE ALCORN & CO.
1340 East 6th St., Los Angeles 21, Calif.

Branch Office:
383 Brannan St., San Francisco 7, Calif.

AT THE
TOY FAIR
HOTEL McALPIN
Rm. 836

The House of Dolls

311 N. DES PLAINES ST., CHICAGO 6, ILL.

Write for catalog and prices or phone: FRanklin 2-5[illegible]

The Midwest's Largest Doll Manufacturer

and DAISY Air Rifles

Daisy Air Rifles have been "tops" since 1888.

Sales in 1953 are being accelerated by heavy Daisy national advertising emphasizing the National Rifle Association's junior air rifle marksmanship program plus Daisy's nation-wide stimulation of junior air rifle club formation.

The Daisy spring-and-summer sales program—biggest in 65 years—features National Daisy Air Rifle Month in May. It offers splendid profit opportunities to Daisy distributors. And we think the two Daisy Lines—Play Guns and Air Rifles—will help sell each other.

*LICENSED BY STEPHEN SLESINGER, N. Y.

Please note our new address { DAISY MANUFACTURING COMPANY • PLYMOUTH, MICHIGAN, U. S. A.
NEW YORK OFFICE • 174 Arcade • FIFTH AVENUE BUILDING

SOFT DOLLS AND PUPPETS

VINNY CAT

A soft cuddly cat made of pink and grey plush. Has adorable vinyl face, moving eyes, jingle bells on chest, ribbon around neck. 17" high. Individually boxed. Gund Mfg. Co.

NO. 7011/18..... EACH $4.19

QUANTITY ORDERED _____

VINNY DOLL

A softly stuffed plush cuddle doll. Has life-like vinyl face, moving eyes, jingle bells on chest, ribbon around neck. 17" high Individually boxed. Gund Mfg. Co.

NO. 7026/15 ..... EACH $4.19

QUANTITY ORDERED _____

VINNY BEAR

A soft cuddle bear made of brown and gold plush with a vinyl face, moving eyes, jingle bells on chest, ribbon around neck. 17" high. Individually boxed. Gund Mfg. Co.

NO. 7008/18..... EACH $ 4.19

QUANTITY ORDERED _____

VINNY PEKE

A soft cuddly peke made of brown and tan plush with a charming vinyl face, moving eyes, droopy ears, jingle bells on chest, ribbon around neck. 17" high. Individually boxed. Gund Mfg. Co.

NO. 7003/18..... EACH $ 4.19

QUANTITY ORDERED _____

REGAL SCOTTY

A shaggy plush scotty with vinyl face, barker in paw, moving eyes, ribbon around neck. 16" long. Colors: White, Black. Individ. boxed. Gund Mfg.

NO. 7115/20..... EACH $ 5.19

QUANTITY ORDERED _____

GROWLER BEAR

B&R

A plush growler bear with unshaped arms and legs. Has clamped-in moving eyes, vinyl nose. Color: Brown, Gold. 16" high. Indiv. boxed. Gund Mfg. Co.

NO. 8021/16..... EACH $ 4.19

QUANTITY ORDERED _____

MUSICAL BEAR

B&R

A plush chubby bear in a sitting position. Has clamped-in moving eyes, vinyl nose, ribbon around neck. Contains a Hurdy Gurdy sound box. 10" high. Individually boxed. Gund Mfg. Co.

NO. M8008..... EACH $ 3.19

QUANTITY ORDERED _____

MUSICAL CUDDLE BEAR

An all brown plush cuddle bear. Has vinyl nose, clamped in moving eyes, ribbon around neck. Contains genuine Swiss music box in its body. 13" high. Individually boxed. Gund Mfg. Co.

NO. M8702..... EACH $ 5.69

QUANTITY ORDERED _____

REGAL BULLDOG

An authentic looking Bulldog made of brown tipped plush. Has life-like vinyl face, moving eyes, barker voice in paw, plastic collar around neck. 16" long. Individually boxed. Gund Mfg. Co

NO. 7512/20..... EACH $ 5.19

QUANTITY ORDERED _____

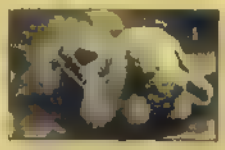
REGAL KITTY

A softly stuffed plush kitten in a reclining position. Has life like "cat-green" eyes, squeaker in front paw. Color: Grey with darker grey markings. 16" long. Indiv. boxed. Gund Mfg. Co.

NO. 7111/20. ..... EACH $5.19

QUANTITY ORDERED _____

MUSICAL SLUMBER PUP



A slumber pup softly stuffed made of gold plush trimmed with brown. Has slumber-type eyes, ribbon around neck. Contains genuine Swiss music box in its body, 12½" long. Indiv. boxed. Gund Mfg. Co.

NO. M8103..... EACH $ 5.69

QUANTITY ORDERED _____

HOWDY DOODY HAND PUPPET PACKAGE SHOW

Howdy-Doody, Clarabell, Flub-a-Dub, Princess Summer-fall-winter-spring, Mr. Bluster, Dilly-Dally and a stage with everything necessary to to put on a real hand puppet show—plus tickets for admission, props and dialogue script for each of the characters. 6 to ctn., wt. 20 lbs. approx. Peter Puppet Playthings, Inc.

NO. 85..... EACH $ 5.98

QUANTITY ORDERED _____

HOWDY DOODY TOY MARIONETTE

B&R

An exact copy two-thirds the size of one shown on television. It has a movable mouth, dancing cowboy boots and every authentic costume detail. Patented one piece control ("Lnitrol") brings the figure to life in the hands of the youngster. 2 doz. to ctn. Ship. wt. 27 lbs. Peter Puppet Playthings, Inc

NO. 360.. ..... EACH $ 3.49

QUANTITY ORDERED _____

PETER PAN TOY MARIONETTE

B&R

Authentic replica of the leading name character of the Walt Disney motion picture "Peter Pan." Patented one piece control ("Lnitrol") brings figure to life in the hands of the youngster. Peter Puppet Playthings, Inc.

NO. 370..... EACH $ 2.98

QUANTITY ORDERED _____

MUSICAL FOLDING DOLL CARRIAGE

Music box (by Mattel) plays as carriage is pushed. Box easily disengaged when music is not wanted. 3 bow hood with visor. 19" x 9⅝" body, leatherette with sewn 2 color decoration. 22½" H. handle, curved. Gear and handle: Baked aluminum enamel finish; hand brake. 5" wheels, multiple spoke white enameled; 3/8" tire. Cherry red color. 1 to ctn., 7 lbs. South Bend Toy Mfg. Co.

NO. M25..... EACH $ 9.50

QUANTITY ORDERED _____

FOLDING DOLL CARRIAGE

B & R

Leatherette. 3 bow hood with visor. 19" x 9⅝" body with sewn 2-color decoration. 22½" H. curved handle. Gear and handle: Baked aluminum enamel finish; hand brake. 5" wheels, multiple spoke white enameled, 3/8" tire. Lightning blue or cherry red color. 1 to ctn., 6½ lbs. 4 to ctn., 24 lbs. South Bend Toy Mfg. Co.

NO. 25..... EACH $ 6.95

QUANTITY ORDERED _____

FOLDING DOLL CARRIAGE

Leatherette. Brougham style hood with white piping. 4 bow with visor. 24" x 12" body, sewn 2 color decoration. 29" H. handle, plated ½" tubular steel. Duchess link-action gear, foot brake, baked aluminum enamel finish 7½" wire spoke wheels, white enamel, hub box, 7/8" tire. Packard blue color. 1 to ctn., 14 lbs. South Bend Toy Mfg. Co

NO. 80N..... EACH $12.95

QUANTITY ORDERED _____

FOLDING DOLL CARRIAGE

Leatherette. 2 color, 4 bow hood with visor, red insert and white piping. Body: 26" (with foot extension 29") x 13½", covered top rails, sewn red decoration with white edging. Handle 31½" high, ½" tubular plated. Duchess link-action gear, foot brake; baked aluminum enamel finish. 7½" wheels, heavy wire spoke, white enamel, hub box, ½" pyramid tire. Mauve gray color. 1 to ctn., 17 lbs. South Bend Toy Mfg. Co.

NO. 62..... EACH $16.95

QUANTITY ORDERED _____

FOLDING DOLL CARRIAGE

B & R

4 bow hood with visor. 22" x 10⅝" body, quilted pattern. 28" H. handle. Gear and handle: Baked aluminum enamel finish; hand brake. 6½" wheels, multiple spoke, hub box, white enameled; ½" pyramid tire. Bonnie blue with lightning blue body decoration. 1 to ctn., 9¾ lbs. South Bend Toy Mfg. Co.

NO. 47N..... EACH $11.95

QUANTITY ORDERED _____

FOLDING DOLL CARRIAGE

Leatherette. 4 bow hood with visor, 2 color. 22" (with foot extension 25") x 10⅝" body with sewn decoration. 28" H. handle. Gear and handle, baked aluminum enamel finish; hand brake. 6½" wheels, multiple spoke, hub box, white enameled, ½" pyramid tire. Color: Maroon with cream hood insert and body decoration; French blue with fawn hood insert and body decoration. 1 to ctn., 9½ lbs. 2 to ctn., 18½ lbs. South Bend Toy Mfg.

NO. 47..... EACH $ 8.95

QUANTITY ORDERED _____

FOLDING DOLL CARRIAGE

Leatherette. 3 bow hood. 16½" x 8" body with sewn red decorative strip. Handle: 21" H.; gear and handle, baked aluminum enamel finish. 5" multiple spoke aluminum enameled, 3/8" tire. Color: Regency blue. 1 to ctn., 9½ lbs. 4 to ctn., 13 lbs. South Bend Toy Mfg. Co.

NO. 84..... EACH $ 6.95

QUANTITY ORDERED _____

FOLDING DOLL CARRIAGE

Leatherette. 4 bow hood with visor. 21½" x 9¼" body. 26" H. handle. Gear and handle, baked aluminum enamel finish, hand brake. Hub bow wheels, 6½" multiple spoke, ½" pyramid tire. Candy pink or powder blue color with white decoration. 1 to ctn., 9 lbs. South Bend Toy Mfg. Co.

NO. 33..... EACH $ 8.69

QUANTITY ORDERED _____

FOLDING DOLL COACH

Body is 23½" L.; 12" W., 10" D.; 22½" H. Padded draft rail. Fold-up foot extension, 4-bow hood, piped, with visor. Cross handle is 30½" from floor; tubular, plated. 7½" wire wheels with 5/8" shaped rubber tires. Plated hub caps. Steel frame is collapsible. Axles welded to frame. Shackle-type duchess undergear. Double-action foot brake and Forest green vinyl leatherette with two ivory appliqued stripes. White binding. Baked aluminum enamel frame and white wheels. 1 to ctn., 19 lbs. approx. Playtime Products, Inc.

NO. 214..... EACH $12.95

QUANTITY ORDERED _____

of purchasing a tract of land adjacent to the club. It would provide for possible future expansion of the club facilities.

The Lightning Class is preparing to publish a new 1953 year book. This large class of over 5000 boats and 10,000 crewmen look forward with interest to this publication which provides them with history and facts about their popular class.

Lightning Championships

The International Championships of the Lightning Class were held at Spray Beach, N. J., in September. Bob Graf from the Buffalo Canoe Club sailed his Rampage to victory. Previously he had been close to winning several times but never quite made it. The Miami Sunshine Regatta on January 10 and 11 will afford Lighting skippers an opportunity to race on Biscayne Bay. The State Championship will be the feature event.

A new Executive Secretary has been appointed in the person of Miss Margaret Teske She succeeds Mrs. Olive Cain who resigned.

The Midwest District in Chicago has elected Ted Haller of Springfield as District Commodore. The annual class meeting was held at Spray Beach, N. J., during the regatta there and H. R. Krauss of Toledo, Ohio, was elected class president. Secretary will be Len Ladenburger of South Haven, Michigan.

The Sea Cat Class Racing Association has been organized in San Diego, California and the Sea-Cat 16 is now a recognized class boat. It is the first twin hulled craft to be so designated. A birthday regatta is being planned which will be sailed at San Diego at an early date. J. J. Szakacs is president of the new association.

A recent informal gathering of Long Island Sound skippers discussed the possibility of a new class for Long Island Sound, and considerable comment centered around the appeal that the L-16s had been making as a class.

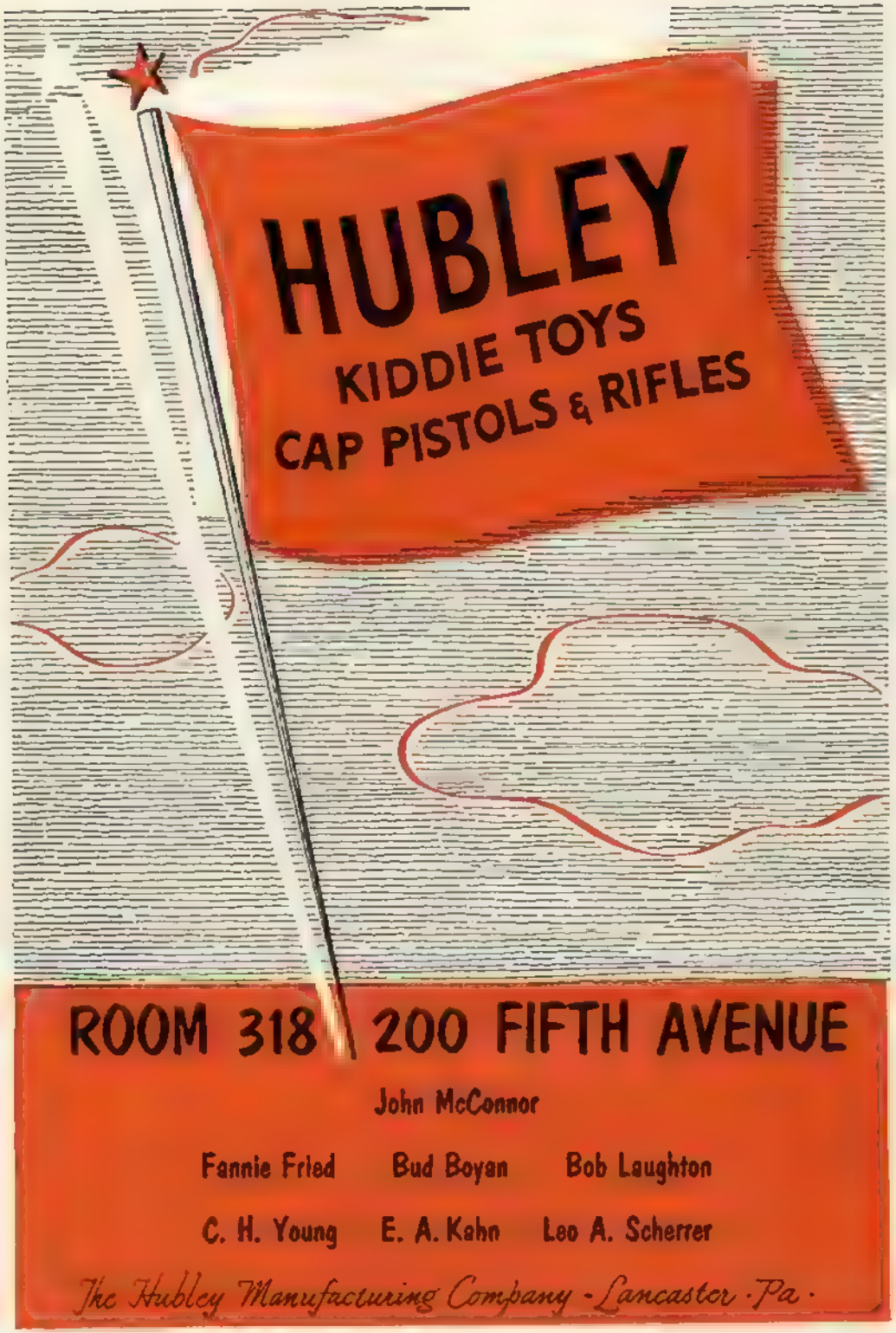
It was felt that a new class might be desirable but it should be of a larger size that in no way would intrude on the popularity of the L-16s. The general opinion was that with the difficulties of obtaining critical material, particularly for fastenings and rigging, and the uncertain labor costs of the moment, that a project of this sort would be premature at this time.

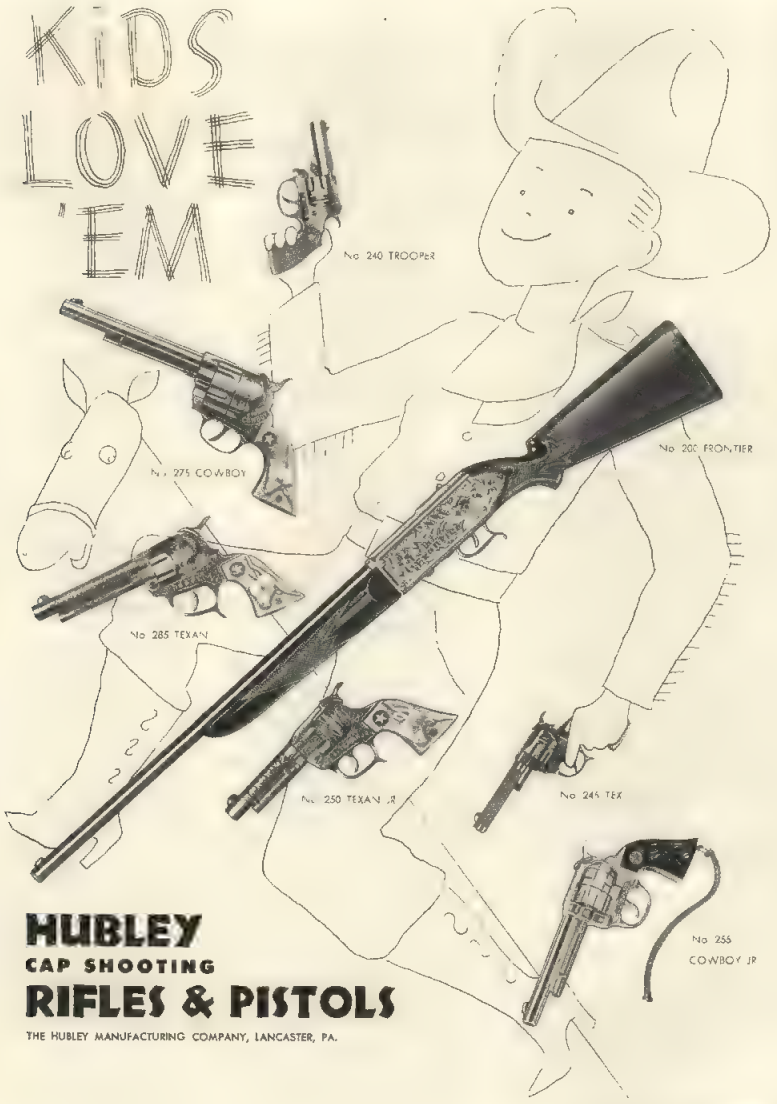
The conference resulted in a strong feeling that rather than consider a foreign built boat for a future class it might prove more popular if it was all American design and build, which to compete in price should be in quantity production, and like the L-16s and L-24s might well be of molded plywood as this type of construction has stood the test of half a dozen years of hard sailing, and comparatively inexpensive repairs. There were a very few cases where vessels were attacked by dry rot originating at the deck edge. This defect was traced back to wartime plywood which has since improved satisfactorily in quality. Like all wooden boats, molded plywood construction should not be exposed to rain or snow water which is most apt to start bacterial growth, especially during layup period, usually with canvas covers that retain and provide no ventilation.

The constantly increasing list of owners and the high level of prices for used L-16s indicates satisfaction with this type of hull and the comparatively simple job of putting these boats in commission with the absence of caulking and smoothing seams is most appealing.

Suggest Molded Plywood Hull

During the discussion a most interesting solution was suggested, and that was to build a new "Atlantic" hull to be made of molded plywood and so designed that it could have attached the present lead and wood keels of now existing Atlantics, and further than this utilize the present spars, rigging, sails and equipment of that class. The hulls, as suggested by A. E. Luders, Jr., to be of molded plywood, made


HUBLEY
KIDDIE TOYS
CAP PISTOLS & RIFLES
ROOM 318 200 FIFTH AVENUE
John McConnor
Fannie Fried Bud Boyan Bob Laughton
C. H. Young E. A. Kahn Leo A. Scherrer
The Hubley Manufacturing Company · Lancaster · Pa ·



HUBLEY

CAP SHOOTING

RIFLES & PISTOLS

THE HUBLEY MANUFACTURING COMPANY, LANCASTER, PA.

ADVERTISED IN LIFE

AMERICAN-MADE TOYS FOR AMERICAN GIRLS AND BOYS

AMERICAN TOYS

These American-made toys are now on sale at your local retail stores . . . or write manufacturer for name of nearest dealer.

Barnyard Fun . . . #521

LARGE FARM SET

Countless hours of healthy fun for your 3 to 8 year old farmer or farmerette! Multi colored box converts into realistic barn with shed and silo. Set includes 25 sturdy rubber toys: farmer and wife, team of horses, wagon, tractor, cows, sheep, chick ens and a whole barnyard full of assorted animals. $2.98

AUBURN RUBBER COMPANY
Auburn, Indiana

Number Please?

VOICE PHONE

A merry true-to-life toy telephone with real voice in the receiver. Revolve the spring-return dial — and the bells ring; invert the receiver — voice sounds! Made of sturdy gaily enameled metal, the Voice Phone is a favorite with little "adults" from 1 year old to school age. $1.50.

THE GONG BELL MFG. CO.
East Hampton, Connecticut

America's Newest

ON-A-LITE*

Tree trimming is fun with On-A-Lite. Just string the cord on the tree, place lights anywhere on the cord. Each light burns indepen[illegible] Fireproof, foolproof, shockproof. Use indoors or outdoors; use as many as 25 lights to a cord — *UL Approved*. Set with lamps & 12' cord — $2.98. Without lamps — $1.98. Extra sockets — 3 for 69¢.

ON-A-LITE CORPORATION
Peoria 5, Illinois

Ride a Big Bike Sooner

HUFFY-BYKE*

Before you decide you're too small for a big bike this Christmas, try Huffy* Exclusive Fits-Sooner* frame lets you reach pedals easier, so you can ride safely months younger. If you're a regular, all-around American boy, a Huffy's for you. Rugged and tough. Guaranteed as long as you own it. A size for every age; girls too.

THE HUFFMAN MFG. CO.
Dayton 1, Ohio

NY-LINT

TraveLoader

A dramatic 30" working true scale model of the famous Adams Traveloader. Powered by a hand crank, 14 shovel blades continuously gather material and push it onto ribbed rubber conveyor belt which carries it to waiting truck. Heavy gauge steel sprayed baked enamel finish; big rubber tired wheels. Ages 6 to 12. $11.95

NY LINT TOOL AND MFG. CO.
1823 18th Ave.,
Rockford, Ill.

Playtime's #305

FOLDING DOLL COACH

Just like a real baby's carriage — right down to the foot brake and rubber tires! Big enough to hold an 18" doll; folds up neatly when not in use. The body is powder blue vinyl plastic film, trimmed with red. Frame is sturdy baked aluminum enamel. For pint size "mothers," ages 3 to 7. $5.00.

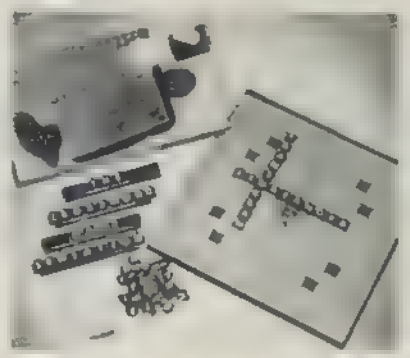
PLAYTIME PRODUCTS, INC.
Warsaw, Indiana

Educational Magnus

STUDENT CLARINET

Now music education is fun! This lightweight clarinet is amazingly easy to play; tuned in key of G and needs no future tuning. Red keys made of Mother of Pearl makes fingering simple. Attached music lyre, mouthpiece of finest washable plastic. Includes instructions and song sheets. A delight for ages 8 to 12. $2.98

MAGNUS HARMONICA CORP.
439-451 Freylinghuysen Ave.
Newark 5, New Jersey



"SCORE-A-WORD"* CROSSWORD GAME

Competitive! Challenging! Here's the new educational word game with exclusive solitaire feature that is sweeping the country. It sharpens the wits, increases vocabulary. No two games play alike. Includes large playing board, letter-tablets, racks, score pad, instructions. For adults, teen agers, . 1 to 4 can play. $1.98. Also at $1.00.

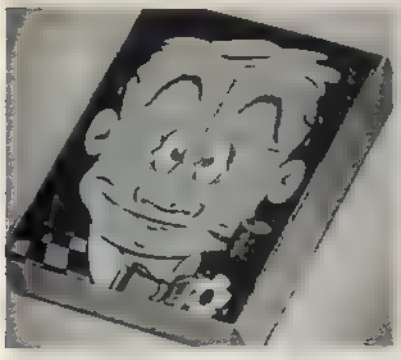
TRANSOGRAM COMPANY, INC.
200 Fifth Ave., N. Y. 10, N. Y.

ADVERTISED IN LIFE

AMERICAN GIRLS AND BOYS

stores...or write manufacturer for name of nearest dealer.

AMERICAN TOYS

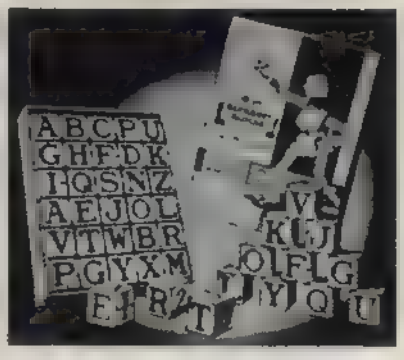


4,194,304 Faces!

CHANGEABLE CHARLIE*

A riotous new toy . . so simple the smallest tyke can enjoy it; so fascinating adults never tire of [illegible] Charlie – made up of brightly colored wood blocks – has over 4 million faces or expressions. Move a block [illegible] happy hayseed. Shift [illegible] he's a dour [illegible] pa. Carload [illegible] all. Ages 2 to [illegible]

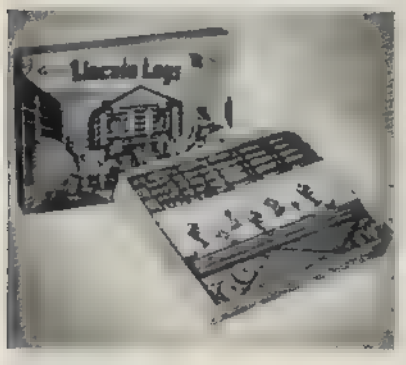
GASTON MANUFACTURING CO
234 W 2nd St. Cincinnati 2, Ohio



ALPHABET SAFETY BLOCKS

"Basic tools of play." Easy as ABC to build with safe, smooth, round-cornered, embossed Blocks. Learning Alphabet is made fun. Letters and Numbers in brilliant harmless Red, Blue, Green and Yellow. For youngsters, 6 mos. and up. Thirty 1½" blocks in set No. 3030. $2.00. Others 39c to $3.00.

MALSAM PRODUCTS CO
4114 Ravenswood Ave
Chicago 13, Ill.



Original

LINCOLN LOGS

[illegible] set contains 131 smooth wood pieces, 5 metal Indians, 2 pioneers, 2 dogs. No nails [illegible] building instructions. Makes [illegible]ry fun for ages 5 to 12. [illegible] Other sets at $1.2[illegible]

PLAYSKOOL MANUFACTURING CO
1750 N. Lawndale Ave.
Chicago 47, Illinois

For Table, Tub, Floor

HARBOR SPORT SET

Tillicum Boats are colorful [illegible] miniatures of mod[illegible] Featuring wood[illegible] tiful plastic [illegible] made with [illegible] sink. Set [illegible] Cruise [illegible] Cabin Cruis[illegible] cruiser, [illegible] Boat and Lighthouse. [illegible] 5 to 10. $3.50. Other sets $1.50, $2.25 and $5.00.

MILTON BRADLEY CO.
Springfield 2, Mass.

DOUBLE HOLSTER SET

In Individual Luggage Case

[illegible] western rig" to de[illegible] [illegible] n Jr. Six-shooters. Handsome, durable lug[illegible] Hold [illegible] ages 5 t[illegible]

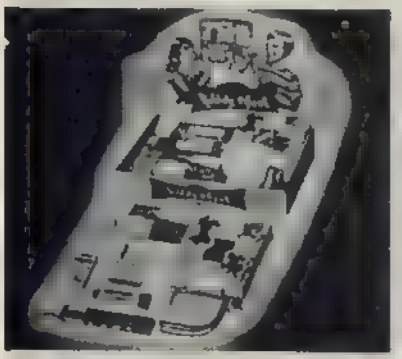
ESQUIRE NOVELTY COMPANY
200 Fifth Avenue
New York 10, N. Y.

Four-Piece Magnus

MUSICAL KIDDIE KIT

What a wonderful way to [illegible] kit contains a co[illegible] with 4 instru[illegible] call[illegible] Fas[illegible]tion fo[illegible] box a[illegible]ed $[illegible]

MAGNUS HARMONICA CORP
439-451 Freylinghuysen Ave.
Newark, New Jersey

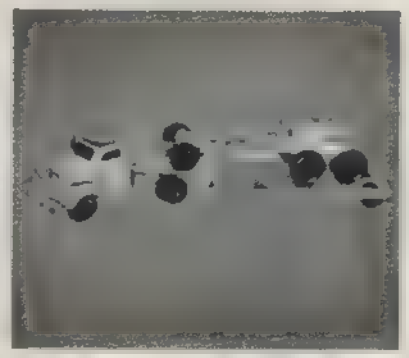


Famous Brands

TOY MEDICINE CHEST

You can teach them proper hygienic habits [illegible] and make them love it with this re[illegible] Handsome plastic cabinet decorated with animated [illegible] No screws needed. Sturdy adhesive wall mounting. For boys and girls 3 to 10. $1.98.

REMCO INDUSTRIES INC.
113 No. 13th Street
Newark, N. J.



2 Toys in 1

CARRYALL

This bi[illegible] flatbed ma[illegible] chinery [illegible] with accom[illegible] makes an ide[illegible] of Carrya[illegible] realistic m[illegible] of these two mo[illegible] is true-to-life . . right down to the tread on the massive [illegible] pex rubber tires. Perfect [illegible] old. $4.98

THE HUBLEY MANUFACTURING CO.
Lancaster, Pa.

TO BE ADVERTISED IN

LIFE

Two magnificent new Hubley metal toys to be featured in the LIFE promotion this Fall Top: No 506 Carryall—length 19½ inches. Orange with aluminum trim. No. 481 Road Scraper on trailer also metal. 10¾ inches, yellow with bright scraper and trim Lower: No. 507 Motor Express—length 18 inches. Red and green with aluminum trim. "Lift the hood, see the motor" feature on both toys.

HUBLEY KIDDIE TOYS

THE HUBLEY MANUFACTURING CO., LANCASTER, PA.

Metal and Plastic Kiddie Toys ★ Cap Pistols and Rifles

IDEAL'S *Baby Ruth* DOLL

Ideal's magic rooted hair doll achieves more realism than any doll ever made! Her lustrous Saran wig is inserted *strand by strand* in Baby Ruth's vinyl head. Sleeping eyes, crying voice and deluxe dress and bonnet.

No. 2595—16" 7.98 Ret.
No. 2605—18" 9.98 Ret.
No. 2615—20" 11.98
No. 2625—22" 13.98

Slightly Higher West of Rockies

IT'S A WONDERFUL TOY . . . IT'S IDEAL

B. F. Goodrich Chemical Co.

Geon

Fortune

Newsweek

Business Week

IDEAL'S **Betsy McCall** DOLL

the Doll You'll Sell All Year 'Round...because

McCALL'S MAGAZINE PROMOTES BETSY McCALL TWELVE MONTHS A YEAR! ... pre-sold, pre-merchandised for you month after month!

4½ MILLION
READERS EVERY MONTH

A FULL PAGE BETSY McCALL FEATURE APPEARS EVERY MONTH IN FULL COLOR IN McCALLS MAGAZINE
...and will continue for years to come!

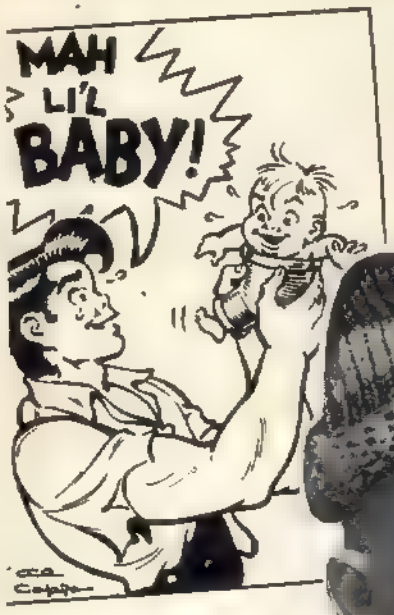
An Instant Smash Hit! ...destined to be an all-time year-round best-seller!

Each month a different leading manufacturer of children's fashions joins this powerhouse to promote Betsy McCall for you!
No. 1360—14"
$7.98 Retail
Slightly Higher West of Rockies

IT'S A WONDERFUL TOY
IT'S IDEAL

IDEAL TOY CORPORATION
Chicago
New York 18, N. Y.

Quick Click!...New Ideal Smash Hit!



LI'L ABNER'S NEW BABY

Mysterious YOKUM

IDEAL'S LIFE-LIKE DOLL OF THE WORLD-FAMOUS LI'L ABNER COMIC STRIP

Al Capp's Li'l Abner is one of the most popular comic strips in the world . . . Millions of loyal fans want Ideal's Yokum baby doll. Tremendous orders pouring in. Don't wait! Get yours in promptly!

$2.98 RETAIL

© 1953 UNITED FEATURE SYNDICATE, Inc.

Don't say we didn't warn you! Rush your order now!

IDEAL TOY CORPORATION
200 FIFTH AVE. NEW YORK 10, N.Y.

IT'S A WONDERFUL TOY . . . IT'S IDEAL

New Toys on Parade

American Block Wagon Pull Toy

American Block Wagon Pull Toy is attractively finished in harmless "Fire Engine Red" with bright yellow trim on sides and wheels. And, to make the wagon even more fun for children one to five years old, it is filled with Halsam's famous, patented "Hi-Lo" Safety Blocks.

The wagon bed has a grooved track running the entire length, which fits the grooves on the "Hi-Lo" blocks and permits the child to build and create many unusual models by interlocking the blocks with the track and with each other. Block Wagon actually can be pulled without toppling the blocks. After play, the wagon is an excellent storage place for the blocks.

Suggested retail price is $1. HALSAM PRODUCTS COMPANY, 4114 Ravenswood Ave., Chicago 13, is the creator and manufacturer.

Banshee Scooter

ST. LOUIS PRODUCTS CO., Normandy 21, Mo., announces a sensational new sidewalk toy for children from 4 to 10 years old. A scaled model of the popular motor scooter, gives the "small fry" one just like the big boys have.

Eye-catching features of the *Banshee Scooter* are: upholstered seat; handle bar grips; motor bike fork; foot brake; kick stand; scooter rubber tires; ball bearing wheels; and two-tone paint job.

Weight 27 lbs., length 42", seat height 15" from ground; handle bar height 30" foot rest 4" from ground. Smooth rolled edges protect the child.

Miss Curity Doll

Young girls will be able to play "nurse" more realistically with the new *Miss Curity doll*, patterned after the nurse made famous by Bauer & Black. Created by the IDEAL TOY CORPORATION, 200 Fifth Ave., New York 10, Miss Curity is one of the company's "dolls with a purpose."

Designed to interest little girls in first aid, Miss Curity is fetchingly attired in an authentic starched white nurse's uniform, shoes, socks, cap and red and black cape. She is accompanied by a booklet of play instructions and a complete Curity First-Aid Kit containing adhesive tape, plastic bandages, sterile pads, absorbent cotton, fever thermometer, and other first-aid items.

Featuring washable, waveable Saran hair, and standing 14" tall, Miss Curity is priced at $12 retail.

Three Car Assembly Kit

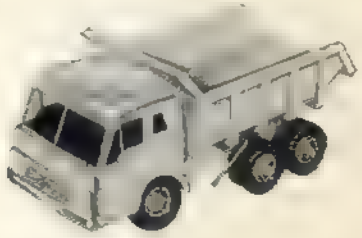
ALUMINUM MODEL TOYS, INC., 200 Briggs Bldg., Birmingham, Mich., is offering a *Three Car Assembly Kit*, consisting of a Ford Convertible, Studebaker Starliner, and Pontiac Catalina. The kit contains 63 pieces, plus paint and brush. Retail price is $1.95.

Rugged Diamond T Trucks

Diamond T Tru-Miniatures, built by the PRODUCT MINIATURE CO., INC., 2240 S. 54th St., Milwaukee, Wis., come in both dump truck and truck-and-van styles. Press a release and the cab lifts up under spring tension, showing the tak-a-part engine. For the make-believe mechanic, the cylinder head lifts off and the block lifts out of the truck.

The big gravel box on the dump truck is unloaded by raising a lever. Eight tandem drive wheels give the truck pulling traction and step-over action on bumpy roads.

Both trucks are built of strongest 475 Styron to Diamond T specifications. Brilliant color is impregnated to last. Realistic silvered grille and bumpers. Headlights. Black tires with red wheels.



Dump truck is 10" long and 4¼" high. Truck and van are 18" long and 5½" high. Dump truck retails for $2 and truck and van for $3.

HARRIET HUBBARD Ayer

IDEAL'S DOLL OF BEAUTY

Little girls learn the art of makeup, feel so grown-up, with this 14" doll. Her face can be cleaned and made-up again and again! Comes with her own safe 8-piece cosmetic kit by famous Harriet Hubbard Ayer; dressing table; instruction booklet. For ages 5 to 10.

$11.98 to $19.95

Play Safe!

—

BACK UP THESE POWERFUL LIFE ADS WITH MERCHANDISE!

Ideal's

SAUCY WALKER DOLL

Saucy Walker walks with her little "mother," turns her head rolls her eyes! She even sleeps and cries! (Inside mechanism never breaks down.) Her Saran hair can be washed, combed and curled. Made of exceptionally sturdy, washable plastic, stands 22" high, wears an adorable outfit! For ages 3 to 6.

$15.95 22"

$9.95 17"

Advertised in LIFE

INQUIRE HOW YOU CAN TIE-IN WITH IDEAL'S FULL PAGE, FULL COLOR AD IN "THIS WEEK"

BIG PROFITS HEADING YOUR WAY WITH IDEAL'S NATIONAL CAMPAIGN OF 430,000,000 ADS.

IDEAL'S

SMOKEY THE FOREST FIRE PREVENTIN' BEAR

Now this famous symbol of forest fire prevention is a cuddly toy — acts as a reminder to be careful. Smokey is a plaything for children — a mascot for adults. 18" tall, stuffed rayon plush with vinyl face. Wears "Smokey" trousers, badge, belt buckle, carries famous shovel.

Deluxe **$6.98** Cuddly **$4.98**

IT'S A WONDERFUL TOY . . . IT'S IDEAL

Ideal's Completely Equipped

CHINA CABINET

Housekeeping on a miniature scale! This gay 21¼"-High Metal cabinet, with Pennsylvania Dutch design, contains everything little girls need for baking, serving.

Holds 40 pieces, including pottery-colored service for 4; spice set, canmisters, mixing bowl, baking dish, "silverware." For ages 4 to 9.

$5.98

SEND FOR COMPLETE NEW CATALOG

IDEAL TOY CORPORATION

200 Fifth Ave. **New York 10, N. Y.**

Chicago 14-108 Mdse. Mart | Dallas 340 Mdse. Mart | Los Angeles 914 So. Main St.

IDEAL'S *Baby Ruth* DOLL

Ideal's magic rooted hair doll achieves more realism than any doll ever made! Her lustrous Saran wig is inserted *strand by strand* in Baby Ruth's vinyl head. Sleeping eyes, crying voice and deluxe dress and bonnet.

No. 2595—16" 7.98 Ret.
No. 2605—18" 9.98 Ret.
No. 2615—20" 11.98
No. 2625—22" 13.98

Slightly Higher West of Rockies

IT'S A WONDERFUL TOY . . . IT'S IDEAL

B. F. Goodrich Chemical Co.

Fortune
Newsweek
Business Week

Geon

IDEAL'S **Betsy McCall** DOLL

the Doll You'll Sell All Year 'Round...because

McCALL'S MAGAZINE PROMOTES BETSY McCALL TWELVE MONTHS A YEAR! ... pre-sold, pre-merchandised for you month after month!

4½ MILLION
READERS EVERY MONTH

A FULL PAGE BETSY McCALL FEATURE APPEARS EVERY MONTH IN FULL COLOR IN McCALLS MAGAZINE ***...and will continue for years to come!***

An Instant Smash Hit! ...destined to be an all-time year-round best-seller!

Each month a different leading manufacturer of children's fashions joins this powerhouse to promote Betsy McCall for you!

No. 1360—14"
$7.98 Retail
Slightly Higher West of Rockies

IT'S A WONDERFUL TOY
IT'S IDEAL

IDEAL TOY CORPORATION
[illegible] Fifth Avenue New York 11, N.Y.

HERE'S HOW THE WORLD'S LEADING INDUSTRIES SAY:
IT'S A WONDERFUL TOY...IT'S IDEAL !!!

Ideal proudly presents a NEW addition to its fabulous family of the World's Best Selling Dolls!

HARRIET HUBBARD Ayer Ideal's Doll of Beauty

B. F. Goodrich Chemical Company does not make the Harriet Hubbard Ayer doll. Natural skin made from Geon paste resin

Beauty Treatment Idea-Revolution in Dolls!

NEW HARRIET HUBBARD AYER DOLL BRINGS NEW KIND OF FUN

Ideal's newest smash hit doll. Little girls will have the time of their young lives playing beauty parlor — and learning the magic of make-up with Harriet Hubbard Ayer. Ideal's doll of beauty comes with complete 8 piece harmless Harriet Hubbard Ayer Cosmetic Kit, Beauty Table — and booklet of instructions. **No. 2900—14" 11.98 Retail**

Slightly Higher West of Rockies

IDEAL TOY CORPORATION • 200 Fifth Ave., N. Y. 10, N. Y

CHICAGO	DALLAS	LOS ANGELES
14 708 Merchandise Mart	901 Commerce St	914 So Main St

IT'S A WONDERFUL TOY . . . IT'S IDEAL

IDEAL'S **Toni** DOLL

THE DOLL THAT BECAME A CLASSIC!

[illegible] No. 1190—19" 16.98 Ret. No. 1210—21" 19.98 Ret.

ADVERTISED BY

DUPONT

in

LIFE LADIES' HOME JOURNAL GOOD HOUSEKEEPING

ADVERTISED BY

The TONI Co.

in

LIFE PARENTS' magazine

[illegible] used these color plates in their Advertising.

IDEAL'S Joan Palooka DOLL

Advertised by

BAKELITE

in

Woman's Home COMPANION

IT'S A WONDERFUL TOY . . . IT'S IDEAL!

Sniff . . . sniff . . . little Joan, newborn daughter of comic strip favorite Joe Palooka, smells as sweet as a freshly powdered baby . . . is lastingly scented with Johnson's appealing baby powder fragrance. Little Joan has washable, squeezable "Magic Flesh" head, arms and legs and comes complete with her own Johnson's baby powder and soap. No 0014 — $6.98 Retail

Slightly higher West of Rockies

Vinylite PLASTICS

IDEAL TOY CORPORATION • 200 Fifth Ave., N. Y. 10, N. Y.

CHICAGO	DALLAS	LOS ANGELES
14-108 Merchandise Mart	901 Commerce St.	914 So. Main St

that they themselves advertise these kits in National Magazines!!!

THE FINEST LINE OF FIRST AID

IDEAL'S Miss Curity DOLL

Nationally
Advertised by

BAUER & BLACK

in the country's
leading publications

- featured in full color displays in 15 thousand Drug Stores coast to coast
- Nationwide Publicity
- National Contests
- Network TV and Radio

Fun
TO PLAY NURSE
AND LEARN
FIRST AID
WITH IDEAL'S
Miss Curity
DOLL

IT'S A WONDERFUL TOY...IT'S IDEAL!

Another Ideal toy with a purpose! It's fun playing nurse and learning first aid with beautiful Miss Curity and the complete Bauer & Black first aid kit. Miss Curity is dressed in an authentic nurse outfit and box contains booklet of first-aid play instructions.

No 2810 7" —$2.00 Retail No 2800 14" $11.95 Retail

Slightly Higher West of Rockies

IDEAL TOY CORPORATION • 200 Fifth Ave., N. Y. 10, N. Y.

CHICAGO	DALLAS	LOS ANGELES
14-108 Merchandise Mart	901 Commerce St.	914 So. Main St.

Burlington Mills Tells The World

IT'S A WONDERFUL TOY... IT'S IDEAL!

Toni doll – *Ideal's Nylon-Haired, Nylon-Dressed Beauty*

ADVERTISED BY

Burlington Mills

in

GOOD HOUSEKEEPING

You can wash Toni doll's lovely 100% Dupont Nylon dress in one minute! The pleats will always stay as crisp and sharp as the day it was bought. The all-Nylon dress is shrink-resistant . . . and most stains wash right out in water.

No. 1144 — 14" — $13.98 Retail

Slightly Higher West of Rockies

Bur-Mil QUALITY

IDEAL TOY CORPORATION • 200 Fifth Ave., N. Y. 10, N. Y.

CHICAGO 14-108 Merchandise Mart | DALLAS 901 Commerce St. | LOS ANGELES 914 So. Main St.

The Walking Doll that Became A Runaway Best-Seller!

IDEAL'S

SAUCY WALKER

DOLL

SARAN YARNS

JOURNAL

SARAN yarns

Saucy Walker, the doll that does every thing — even breaks sales records! Walks — Rolls her eyes — Turns her head! Has Saran hair that can be shampooed waved and curled! Sits, stands, cries sleeps! No keys, no winding

No. 2007—22" $15 98 Ret.
No 2006—16" 9 98 Ret

Ideal Toy Corp.
200 Fifth Ave., N.Y. 10, N.Y.

Advertised by
HERCULES POWDER CO.
in
Sat. Evening Post

So proud are these American Industries of their collaboration with Ideal

IDEAL'S
Betsy McCall
DOLL

IDEAL'S
Mary Hartline
DOLL

ADVERTISED BY **Celanese** IN **Business Week**

IT'S A
WONDERFUL TOY . . .
IT'S IDEAL!

IDEAL'S BETSY McCALL DOLL
A full page Betsy McCall feature appears every month in full color in McCall's Magazine — and will continue for years to come. Ideal's Betsy McCall doll is featured prominently in storewide promotions everywhere! You'll sell Betsy McCall Dolls 12 months a year!
No. 1360—14" $7.98 Retail
Slightly Higher West of Rockies

IDEAL'S MARY HARTLINE DOLL
Gorgeous, life-like reproduction of America's outstanding TV personality with over 13,000,000 fans! An established smash hit doll. Comes with baton and twirling instructions.
No. 1250—7½" $1.98 Ret. **No. 1260—16" $11.98 Ret.**
No. 1270—23" $19.98 Ret.
Slightly Higher West of Rockies

IDEAL TOY CORPORATION • 200 Fifth Ave., N. Y. 10, N. Y.

IDEAL'S Joan Palooka DOLL

Advertised by

BAKELITE

in

Woman's Home COMPANION

IT'S A WONDERFUL TOY . . . IT'S IDEAL!

Sniff . . . sniff . . . little Joan, newborn daughter of comic strip favorite Joe Palooka, smells as sweet as a freshly powdered baby . . . is lastingly scented with Johnson's appealing baby powder fragrance. Little Joan has washable, squeezable "Magic Flesh" head, arms and legs and comes complete with her own Johnson's baby powder and soap. **No. 0014 — $6.98 Retail**

Slightly Higher West of Rockies

Vinylite PLASTICS

IDEAL TOY CORPORATION • 200 Fifth Ave., N. Y. 10, N. Y.

CHICAGO 14-108 Merchandise Mart

DALLAS 901 Commerce St.

LOS ANGELES 914 So. Main St

Startling Doll promotion, backed by huge TV campaign! See March issue!

Quality

Controlled...

VINYL • PLASTIC • LATEX
SARAN WIGS • ROOTED HAIR
WALKING DOLLS

L MADE IN OUR OWN PLANT

DOLLS bearing the IMPCO label are styled, planned and produced in one marvelously equipped plant where our own experts control every phase of manufacture. We ourselves fashion their arms and legs, their lifelike fingers, even the'r lovely wigs. This QUALITY CONTROL assures you of perfect dolls — and saves you money, too. Don't just sell your customers dolls — sell 'em IMPCO

During the TOY FAIR — Room 1464, 200 Fifth Avenue

IN ATTENDANCE

ABE SCHACK, *Sales Manager*
LEE SHERMAN, *Pacific Coast*
I. B. ("Ickie") SCHWARTZ, *South*
ED VOGT, *Middle West*
ROBT. COLE, *New England*

TINA TODDLER

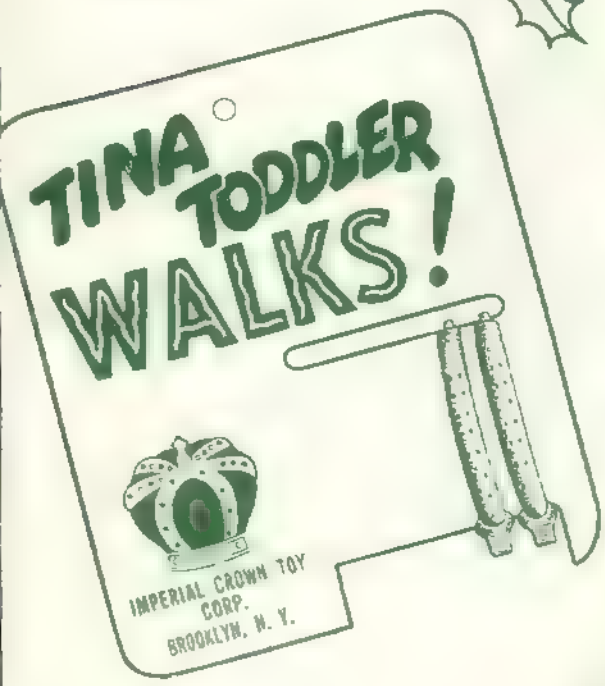
wishes you a merry Christmas

...and thanks you all for your wonderful reception, which made her 1953 debut a tremendous triumph!

She **WALKS** *into little girls' homes and hearts!*

Over 1/4 million sold in 1953

14 inch
19½ inch
23 inch



She sits, stands, cries • Head turns as she walks
Eyes open and close • Washable Saran hair
Little-Girl Plastic Body • Adorable Chintz Dress

IMPERIAL CROWN TOY CORP.
SALESROOM: 200 Fifth Ave., New York 10, N. Y.
FACTORY: 494 Dumont Ave., Brooklyn 7, N. Y.

LEE SHERMAN { 1433 23rd Ave. So., Seattle, Wash. / 122 E. 7th St., Los Angeles, Calif.

TINA TODDLER

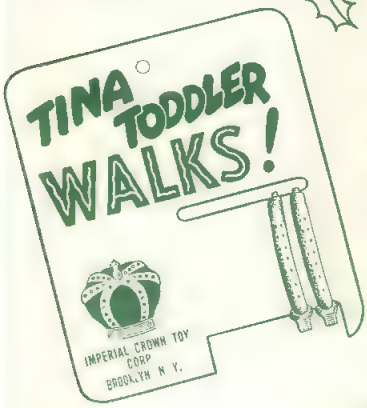
wishes you a merry Christmas

...and thanks you all for your wonderful reception, which made her 1953 debut a tremendous triumph!

She **WALKS** *into little girls' homes and hearts!*

Over 1/4 million sold in 1953

14 inch
19½ inch
23 inch



She sits, stands, cries • Head turns as she walks
Eyes open and close • Washable Saran hair
Little-Girl Plastic Body • Adorable Chintz Dress

IMPERIAL CROWN TOY CORP.
SALESROOM: 200 Fifth Ave., New York 10, N. Y.
FACTORY: 494 Dumont Ave., Brooklyn 7, N. Y.

LEE SHERMAN { *1433 23rd Ave. So., Seattle, Wash.*
122 E. 7th St., Los Angeles, Calif.

..LIONEL

World's Largest Maker of Model Trains!

Real Smoke—Two-Tone Whistle

R. R. Remote Control Knuckle Couplers

"Trainmaster" Transformers

Exclusive Lionel MAGNE-TRACTION

TRAINS...

The Lionel Corporation 15 E. 26th St., New York 10, N. Y.

OLD TIMERS Newest Sensation!

BRAND NEW

...and Ready for Action!

BIG 11¾" 1914 Model "T" FORD FIRE ENGINE $2.95

Excitingly new and different! The 19th antique auto model kit in the famous OLD TIMERS line, and one of the greatest values ever offered hobbyists and collectors!

Now is the time to order this chemical and hose car on 1914 Model "T" one-ton chassis—including chemical tanks, hose box, detachable extension ladder, etc. Superbly detailed in actual ¾" scale. Contains OLD TIMERS high quality injection molded plastic parts and wood turnings. Reproduces exactly even such "hidden" details as frame and worm driven rear end. Packaged in attractive two-color wrap illustrated with car in action.

Yes, this one has "Got it!" Get it... by ordering NOW in quantity from your favorite jobber!

HUDSON MINIATURES

OLD TIMERS

315 ADAMS AVE., SCRANTON 10, PA.

A HANDFUL OF PROFIT!

A powerful fast selling profit maker. It's an exact operating scale replica of the nationally famous, not only advertised prototype.

Manufactured to precision standards to insure life-like, trouble-free operation on model speed boats . . . perfect too as auxiliary power for sail and other craft.

Adjustable setting for straight or circular course. New universal mount fits all speed boats. Efficient operation on 3 to 12 volt flashlight batteries.

Nationally Advertised to retail at..... $2.95

Send for free catalog of all IMP Divisions

INTERNATIONAL MODELS, INC. 33 Union Square, W. New York 3, N. Y.

Colorful PETAL CRAFT

New, fascinating, activity Toy

EDUCATIONAL

CREATIVE

AMUSING

Endorsed by leading educators

PETAL CRAFT, INC.

BOUND BROOK, N. J.

Write for descriptive booklet

Check this number HOT

Yes, it's Hot! Sells on sight right off the counter! Fast turn-over with plenty of Profit! Order your stock now

Write for your Free Copy of our new 1953 Toy Catalogue in color. Hundreds of money making Lido specialties.

#25 PLASTIC PICK-UP STICKS

The only plastic pick-up sticks on the market. Assorted colors. Tapered ends. Brightly decorated box with metal top and bottom. Instructions on box. The ideal family game

25¢* RETAIL

Lido TOY COMPANY

200 5th AVENUE • ROOM 206

Plant: 321 Rider Ave., N. Y. 51

CYpress 2-4942-3-4

They're all needed to keep steel production up

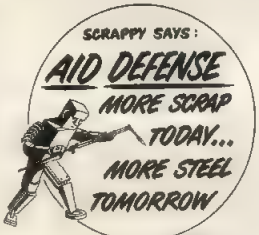
...TO AID DEFENSE

Every pound of unused iron and steel you have is needed to help steel mills and foundries keep production up to rising capacity.

Scrap inventories are alarmingly low. Mills that normally maintain inventories of several months, are now down to a day-to-day basis. Shutdowns are threatened.

One way we can maintain desired level of both military and civilian production is for you to *dig up* and *turn in* your iron and steel scrap now.

Get in touch with your local scrap dealer and write for the free booklet, "Top Management: Your Program for Emergency Scrap Recovery" to Advertising Council, 25 W. 45th St., New York 19, N. Y.



NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

PLAYTHINGS

71 West 23rd Street New York 10, N. Y.

PUBLIC SERVICE PROJECT · THE ADVERTISING COUNCIL

SURE

as SHOOTIN'...

This will be a

*SELL-OUT!

*(Predicted by Leading Buyers)

IRWIN'S New

Western Marshall

Clicking

WATER-RIFLE

- *Extra-large water capacity . . .*
- *Up to 1000 shots at one filling . . .*
- *Authentic reproduction of real rifle . . .*
- *Shoots stream of water over 30 feet . . .*
- *Trigger synchronized to click with each shot . . .*
- *Heavy-duty construction for enduring use . . .*

SEE THIS AND OTHER NEW IRWIN ITEMS DURING TOY FAIR

IRWIN CORPORATION

Showroom: Penthouse Suite 1463 — 200 5th Ave., N. Y. 10, N. Y.

Factories: Fitchburg, Mass. — Nashua, N. H. — Leominster, Mass.

One of the World's largest plastic toy manufacturers

IRWIN

There's Plenty in our Penthouse!

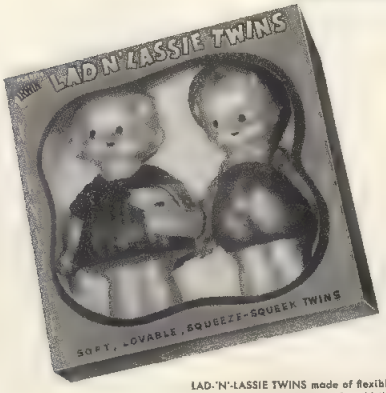
Plenty of NEW Ideas • NEW Items • NEW Packaging!

Sensational New ➡ Flashing Rocket Ship

SPACE PISTOL

- LIGHT FLASHES
- TRIGGER CLICKS
- PILOT MOVES IN SEAT
- ROCKETS MOVE . . .
- DURABLE PLASTIC

Attractively Packaged



LAD-'N'-LASSIE TWINS made of flexible Vinyl with squeeze-squeeck whistle; moving arms; very colorful.

Host of New Vinyl Hits!

Such as "Lad-'n'-Lassie Twins"
◀ *(illustrated on left)*

Other New Sales-Leaders!

- NEW TEA SETS
- NEW MECHANICAL ITEMS
- NEW PLASTIC DOLLS
- NEW GUNS
- NEW PINWHEELS
- NEW PULL TOYS
- NEW INFANTS' TOYS
- NEW CHRISTMAS DECORATIONS

IRWIN

IRWIN CORPORATION

Showroom: Penthouse Suite 1463 • 200 5th Ave., N. Y. 10, N. Y.
Factories: Fitchburg, Mass. • Nashua, N. H. • Leominster, Mass.
One of the World's largest plastic toy manufacturers

look for **STURDEE GYM**

see **STURDEE GYM** *with 10 best features*

10 WAYS BETTER Finished in baked-on enamel, exclusive ball-bearing centered swing carrier, all hardware cadmium plated, all new extra heavy steel, rigid bracing, complete range of sets for two-to-teens, rounded end acorn and safety locknuts, soft non-blistering rubber rings, all models protected by product liability insurance

MODEL No. 7304
STURDEE PACESETTER
WRITE FOR FREE CATALOG OF ENTIRE LINE

see **STURDEE GYM'S** *new national quality line made by the west's oldest manufacturer of*

BACKYARD PLAY GYMS ...

LUPOR MECHANICAL TOYS

Featuring our new Low Priced Mechanical Toys at
a suggested retail price of
25¢ up

#500 Racer. With friction-driven motor and fascinating spark shower in canopy.

#300—Made in 3 styles—Police, Fire Chief, and Ambulance. Emits shower of sparks startlingly reflected through red plastic cover in rear of car. Equipped with siren. Friction motor.

#30—Comes in 3 styles—FBI, Fire Chief, and Safety Patrol. Friction motor. All at 25c retail. Packed 2 dozen assorted to display box.

Write for New Prices and Catalog

LUPOR METAL PRODUCTS, Inc. 1178 East 180th St. Bronx 60, N. Y.

LIFE

IRWIN Mechanical Plastic

HELICOPTER

with GYRO-FRICTION MOTOR

DOUBLE ACTION

1. ROTOR SPINS!

2. HELI-COPTER TAXIES!

- **ASSEMBLED AND REASSEMBLED WITH SCREWS.**
- **GYRO-FRICTION MOTOR . . .** for extraordinary Double Action . . . Rotor revolves while Helicopter taxies forward . . . Stationary wheel assembly for hobby model display.
- **27 DIFFERENT PARTS . . .** including boarding ladder, stretcher, blades, and other assembly units . . .
- **EASY TO ASSEMBLE . . .** All parts enduringly made of High Impact Plastic.
- Size of Helicopter 15" long x 6¼" high; 17" long rotor.

SUGGESTED RETAIL **$3.98**

Write for new 1953 catalogue of complete line. There are many other Irwin Toys.

IRWIN

IRWIN CORPORATION

Showroom. Penthouse Suite 1463 • 200 5th Ave., N. Y. 10, N. Y.
Factories: Fitchburg, Mass. • Nashua, N. H. • Leominster, Mass.
One of the World's largest plastic toy manufacturers

EDUCATIONAL

ELECTRIC QUIZ GAMES

$1.49 ea.

ORIGINATED BY Jasmar

YEAR 'ROUND SALES
YEAR 'ROUND PROFITS
FEATURED BY LEADING WHOLESALERS

The Playway to Knowledge

FOR ALL AGES

NO 404 ELECTRIQUIZ
Attractively packaged in a sturdily built orange, blue and white box. Equipped with 6 cards containing 144 questions on 12 interesting subjects.

NO 407 KIDDIE QUIZ
Visual teaching for tiny tots and built to stand constant use by alert youngsters. Packaged in red, blue, yellow and white. Equipped with 6 brightly colored cards containing 144 picture word associations.

NO 411 NATURE QUIZ
Beautifully colored Quiz Game for the outdoor enthusiast, for all ages. 144 illustrations and interesting descriptions of animals and plants.

AVAILABLE IN SPANISH

Jasmar Mfg. Company

115 W. BROADWAY • NEW YORK 13, N. Y.

ASK YOUR JOBBER OR DEALER FOR PRICES & DETAILS

EDUCATIONAL

ELECTRIC QUIZ GAMES

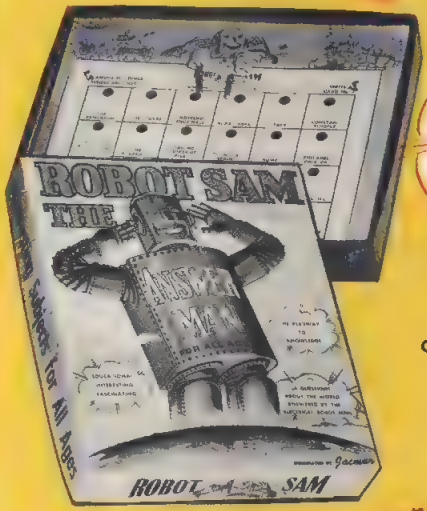
SENSATIONAL VALUE!!

ORIGINATED BY Jacmar

YEAR 'ROUND SALES
YEAR 'ROUND PROFITS
FEATURED BY LEADING WHOLESALERS

TREMENDOUS CONSUMER APPEAL

The Playway to Knowledge
FOR ALL AGES



98¢ RETAIL

ANOTHER ELECTRIC QUESTION AND ANSWER GAME by Jacmar

Contains 156 Questions and 156 Answers
Attractive sturdily built 5 color box.
Bulb and large size battery easily replaced

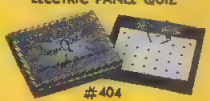
Immediate Delivery
ORDER NOW

TOY FAIR DISPLAY
ROOM 514
HOTEL McALPIN

Packed 2 Dozen to a Carton

other POPULAR Jacmar GAMES

ELECTRIC PANEL QUIZ



#404

KIDDIE QUIZ

#407

NATURE QUIZ

#411

JACMAR MFG. CO., INC. 115 WEST BROADWAY NEW YORK 13, N. Y.

Too hot to handle here!

You'll see why, when the wraps come off the new Arranbee line

Yes, we're being cagy about this line, and no wonder. It's dynamite – hottest collection of Arranbee Dolls ever assembled – loaded with selling appeal – backed by a greater-than-ever program of retail promotion helps – plus a sure-fire campaign of national consumer advertising. You know what Arranbee did last year. If you want to top that in '53, make Arranbee your first stop at the Fair.

See us at The Toy Fair

Room 1451
200 Fifth Avenue

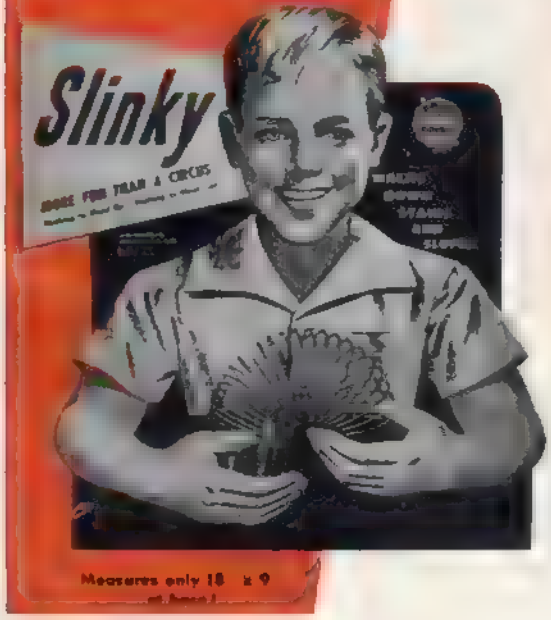
ARRANBEE R&B DOLL COMPANY, INC.

West Coast Showroom:
Western Merchandise Mart, Space 989, San Francisco 3, Calif.

Look! Slinky has a new box!

Action illustrations on all sides!... and the famous SLINKY motion display is brighter... more colorful! Customers will

STOP LOOK and BUY!



ADVERTISED IN LIFE
COMMENDED BY PARENTS

Slinky... the famous... the *original* walking spring toy is *nationally advertised*... a year-round favorite!

Retails for only $1.00

You'll sell more this year than ever before... so order SLINKY *now!*

See the other Slinky Toys

"Slinky Jr. Goes to the Circus"
Book-toy novelty... fascinating story *plus* jun or-size SLINKY! 79c retail.

SLINK 'EM
3 exciting games in one! With jumor-size SLINKYS. $1.49 retail.

JAMES INDUSTRIES, INC.

359 E. Madison Avenue • Clifton Heights, Pa.

REPRESENTATIVES: West: Ward Francis, Terminal Sales Bldg., Seattle 1, and 527 W. 7th St., Los Angeles. Mountain: W. E. Bergstrom Sales Co., Exchange Bldg., Denver. Midwest: Walter & Arthur Krenzien, 209 S. State St., Chicago. East: Murray Gilbert, Room 521, 200 Fifth Ave., New York 10. James Industries, Clifton Heights (Phila.), Pa. South: R. F. Rothrock & Sons, 238 N. Avalon St., Memphis.

JERRY SCANLAN'S

DAFFY, NOISY, and DELIGHTFUL—

SPACE SCOUT SPUD GUN

TRADE MARK

Shoots Harmless Little Plugs of Raw Potato—with a Dandy BANG! — from 30 to 50 Feet

You press the gun muzzle into a raw potato, carrot, turnip or similarly firm vegetable or fruit . . . twist off a tiny plug . . . squeeze the trigger . . . and the harmless pellet POPS out like a champagne cork! Sturdy 2-color plastic, with steel coil spring and leather compression gasket. Each gun in a handsome box with full instructions.

6 dozen to carton, weight 16 pounds.

RETAILS AT..... 79c

COUNTLESS HOURS OF FUN WITH ARTOONS

TRADE MARK

Big, gay box (size 10" x 12") holds a blank face and dozens and dozens of funny cardboard eyes, noses, mustaches, ears, teeth, etc., which the player moves in place at will. Over 500,000 funny combinations can be made but we haven't figured exactly; we've been too busy laughing over this silly thing. 100% pure fun, with a 20% bonus of art-education value.

2 doz. to carton, weight 14 pounds.

RETAILS AT..... 50c

JERRY SCANLAN 1901 NORTH CLYBOURN AVENUE • CHICAGO 14, ILLINOIS
Telephone EAstgate 7-8446

EASTERN SALES OFFICE: Sam Weisman, 200 Fifth Avenue, New York City

NEW! SENSATIONAL

Jet-chute

PAT. PEND.

NEW YORK REPRESENTATIVE:
GEORGE C. WOOD
200 5TH AVE. • ROOM 457

Kite FREE with order of one gross or more. This is definitely a big volume item.

SUGGESTED RETAIL PRICE
$1.49

New thrill for boy and girl. The new "Jet-Chute" releases parachute from the flying string of a kite at any predetermined point. Meet the sweeping demand for this profit-packed gleaming "Jet-Chute"! A full 9¾" long. Made of plastic. Each in ultra modern colorful self display box. Parachute and simple instructions included. The "Jet-Chute" is an exact replica of the fastest jet in our air forces.

BE SURE TO SEE IT AT THE
TOY FAIR

JET-CHUTE CO.
200 BURNETT
FT. WORTH, TEXAS

Here Come Your 2 STAR SALESMEN!

MOST UNUSUAL SALES IDEA EVER!

SILVER EAGLE really gets out and gets orders for you! Look at all the extras Silver Eagle licensees can get . . .

—Silver Eagle Trading Post radio show
—Silver Eagle Trading Post Catalog
—Concentrated department store-radio promotion
—Newspaper, magazine ads

Write, wire, phone today for all the details!

Meet the kids' newest heroes . . . colorful stars of THE SILVER EAGLE, the dynamic adventure story that's soared in less than 2 years to the TOP FOUR of ALL multi-weekly evening radio shows.

Give your product the fresh, unexploited excitement and drama of the great Canadian Northwest . . . and let these super-salesmen merchandise it to the millions of young 'uns who love them!

Jewell PRODUCTIONS DEPT. L, 185 NORTH WABASH AVE. • CHICAGO 1, ILL.
CLEVELAND Phone: MAin 1-7822 • CHICAGO Phone: Financial 6-4474 • LOS ANGELES Phone: Hillside 7511

JIM PRENTICE

ELECTRIC

GAMES

ELECTRIC HOT POTATO
FUN FOR TEEN-AGERS

Jim Prentice will show some
EXTRAORDINARY
Electric Games at the Toy Fair

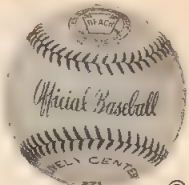
THE ELECTRIC GAME CO.

716 FRONT STREET, HOLYOKE, MASS.

MONROE OSTEN, 200 Fifth Avenue, New York 10, N. Y.
WILLIAM E. COLLIN & CO., 656 So. Los Angeles St., Los Angeles 14, Calif.

Ⓐ

Ⓑ



Ⓒ

Ⓔ

& Baseball Equipment

OFFICIAL BALL for
- American League
- World Series
- All-Star Game

Ⓓ

Ⓕ

Ⓖ

Ⓗ

Ⓘ

(A) JOE DIMAGGIO BASEBALL

Autographed by the great Yankee outfielder —Joe Dimaggio. A baseball that rates first place in dependability and long life. Blue-grey yarn-wound with a cushion cork center. Securely covered with alum-tanned leather that has been specially processed to withstand a great deal of abuse. Professionally double-stitched
30B34-140..... ...Retail $2.35

(B) OFFICIAL LEAGUE BASEBALL

Another superior baseball that has what it takes. Season after season it has been one of the favorites. Blue-grey yarn-wound with a cushion cork center Double-stitched alum-tanned leather cover. Expertly designed to give maximum performance
30B33-175.....Retail $2.90

(C) OFFICIAL BASEBALL

Takes the lead in every league. Made of compressed felt tightly formed over lively center. Cotton yarn-top winding. Alum-tanned leather cover Double stitched
30B35-80..... Retail $1.35

(D) OFFICIAL AMERICAN LEAGUE BASEBALL

Fifty-one years in the majors and still a star! The only baseball ever played in the American League since its formation. That's the record behind this baseball! Outstanding in achievement and dependability Superior performance. Features the famous cushioned cork center. Wound with the finest white and blue-gray wool yarns, and cotton yarn Covered with selected alum-tanned leather meticulously double stitched by hand. This ball is built from core to cover according to American League specifications. Is standard for resiliency with which all Minor League baseballs must conform
30B24-235.....Retail $3.90

BASEBALL SHOES

Lightweight baseball shoes which guarantee better balance, quicker starts, extra speed and solid comfort. The shoes for sandlotter, semi-pro and professional. Full leather midsoles, oak leather outsoles, spring steel plates, parkerized cleats. Black, medium width only Half sizes 6½ to 10, full sizes 11-12. Specify size. Standard baseball shoes

(E) FIELDER'S GLOVE

New model for sure-fire fielding. Selected full-oiled cowhide in large size Flat leather binding. Regular back with wide wrist strap. Full welted. Full closed web trap in crotch.
30B46-560..... .. ..Retail $9.35

(F) FIELDER'S GLOVE

Slip into a Triple Play next time you take the field. See how the large, three-finger pocket gives you error-proof dependability. See how the solid web at crotch helps you snare those hot line drives and sizzling grounders Made of top grade cowhide, full oiled, with a hand made pad. Three finger pockets. Closed web at crotch. Rolled leather binding, welted throughout. Leather laced. Moderate price
30B44-960..... .....Retail $16.00

Less expensive model of above in good quality greased glove leather.
30B47-480..... . ..... Retail $8.00

(G) FIELDER'S GLOVE

Designed and autographed by "Jolting Joe" himself! Large size, quality greased cowhide. Streamline fingers and regular back with wide wrist strap. Full leather lining, closed heel with hand pad. Welted seams, rolled leather binding. Full closed web trap in crotch.
30B45-720..... ..... Retail $12.00

(H) BASE MITT

This outstanding mitt has everything! Tan color mitt leather especially selected for this model. Top quality handshaped "grooved action" pad of reinforced gray felt. Inner greased palm assures smooth pocket. Cemented back and never rip crotch Rolled leather bound edges Full leather lined. Back equipped with adjustable small finger loop. Adjustable wrist strap, lined with shearling. Multiple adjusting pocket laces in crotches. Hand oil treated.
30B40-1080..... ... .Retail $18.00

As above but for southpaw
30B41-1080.....Retail $18.00

Less expensive model of the above. Incorporates all the valuable features. For right handed player
30B42-560..... ..Retail $9.35

As above but for southpaw.
30B43-560..... .....Retail $9.35

(J) CATCHER'S MITTS

Hinged, modified strip model made of full molded tan cowhide. One-piece face, genuine leather bindings and sturdy leather laced thumb crotch.
30B49-1315..... Retail $21.90

Made of tan cowhide with regular fingers

Above: Johnson's Sea Horse 25 features neutral, forward and reverse shift with twist grip control. Below: The Sea Horse 3 with special type lower unit with Weedless qualities

JOHNSON

Big news for 1953 at Johnson Motors is this company's plans for greatly increased production and sales in the coming year. Company officials expect this production increase to be 40 to 50 per cent over last year. Unable to meet the demand for Sea-Horses during the past several years, Johnson hopes to correct this situation in 1953 and is looking forward to the biggest year in its history. Heralding its increased production plans, Johnson Motors made outboarding history on November 6 when it produced its millionth motor.

The larger Johnson Motors, the 10 and 25, continue to be among the most popular of the company's outboards, and their popularity should increase in 1953 following the development of Johnson's new Ship-Master remote throttle-and-shift controls.

The Ship-Master, produced in late 1952, is the simplified answer to remote control of outboards. Special fittings for the 1953 Johnson outboards reduce attachment of the Ship-Master to two instantaneous snap connections, with the third snap fastener provided for steering wheel cables. No drilling of the shroud is necessary for initial installation, no tools are required for subsequent removal or reattachment of the motor. Corrosion-proof construction includes stainless steel, bronze, alrok-treated aluminum, nylon gears and bakelite control knobs

The new twin version of the Ship-Master is the answer to the increasing demand for a better method of two-motor operation. Two outboards, often used on large outboard cruisers, can now be easily operated with the twin Ship-Master. As on the standard remote-control unit, snap-on connections simplify attachment to 1953 Johnson 25s and 10s. A connector chain synchronizes the pivot angle of both motors.

Johnson's largest power plant, the Sea-Horse 25 for 1953, will feature neutral, forward, and reverse shifting; fully synchronized twist-grip speed control; and complete fittings for installing Johnson's new Ship-Master remote control unit. Ship-Master's remote control fittings will permit the motor to be removed or re-attached in an instant by three simple snap connections. This big, powerful Alternate Firing Twin is capable of pushing big craft at speeds of over 30 m.p.h., yet can be throttled down by anglers to slow trolling speeds. Other features of the 1952 models remain the same on the new Sea-Horse 25, which weighs 98 pounds.

Along with an announcement of a $20 price reduction, the Sea-Horse 10 for 1953 now has, as standard equipment, the twist-grip throttle control (previously found only on the 25). Also new this year on the Sea-Horse 10 are instant fittings for attaching Johnson's new Ship-Master remote control unit. Other features include forward, neutral, and reverse shifting; three-way treatment against corrosion; lightweight 3-ring aluminum pistons; and full-range carburation. Other features of the 1952 Sea-Horse 10 remain unchanged on the new model. Basic weight is 60 pounds.

The Johnson Sea-Horse 5, a particular favorite of anglers, has no fundamental changes for 1953. Special features of the 5 are the neutral clutch, permitting easy starting without propeller drag and better maneuverability while underway or docking; full 360-degree pivot steering; synchronized spark and throttle control; three-way corrosion treatment; light weight aluminum cylinder block; and Vari-Volume water pump which assures positive cooling at all speeds. The Sea-Horse 5 weighs 44 pounds.

The versatile lightweight Johnson Sea-Horse 3 for 1953 (31 pounds) features its angle-matic drive which permits full-power operation in thickest weeds, and is effective over shoals, rocks, and snag-filled waters. Angle-matic's streamlined guard permits the lower unit of the motor to slide over all obstructions so that damage from impact is practically eliminated. Other features of the Sea-Horse 3 are 360-degree pivot steering, with synchronized spark and control lever.

CHAMPION

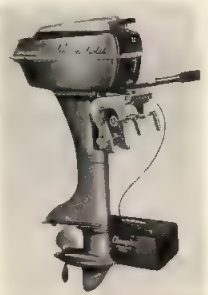
Announcement is made by Champion Motors Company, Minneapolis, Minnesota, of five completely new "Jubilee Champion" outboard motors. Three of these will be Jubilee GearShift models of 5, 7.5 and 15 h.p. Two will be Jubilee Hydro-drive models of 7.5 and 15 h.p.

All five Jubilee models have newly engineered powerheads of extreme flexibility and have been completely redesigned from the propeller to the flywheel. They all have the new "4-in-Hand" Control. This is an exclusive Champion feature, putting complete control of boat and motor in one hand. The 4-in-Hand Control steers the boat, operates the Power Shift clutch in Forward, Neutral and Reverse and controls the speed of the motor.

All Jubilee models have powerheads mounted in rubber for floating power to isolate vibration and eliminate arm fatigue. All, including the Jubilee Five, have separate cruising gas tanks. EZ-Off auto-type hoods, swing-in-to-boat lower units, double carrying handles, automatic rewind starter plus extra flywheel starters.

The Jubilee models have been designed and engineered, not only to win the instant acceptance of experienced outboard motor operators and veteran guides, but have been so designed that women and children quickly become expert boat handlers and motor operators.

In addition to the five Jubilee models, Champion will offer to the speed fan, two ultra-fast motors, a new 7.5 h.p. "J" Class Hot Rod slightly under 10 cubic inch piston displacement, and a new "B" Class Hot Rod slightly under 20 cubic inch piston displacement.



Champion's new Jubilee 7½ h.p. Hydro-drive model with the new "4-in-hand" control. Jubilee models have separate cruising gas tanks

Johnson presents a new king-size value to outboard motoring—the brilliant Sea-Horse 10, WITH *Gear Shift,* WITH *Mile-Master Fuel Tank,* WITH *Synchro Twist-Grip Speed Control,* AND *specially engineered for Johnson's new Ship-Master Remote Control. Here is power to breathe new life into your boat—the last word in fine outboard engines. All at a price that only Johnson's outstanding production makes possible...* **$275.00** FOR 10 F.O.B. FACTORY

See your Johnson dealer. Look for his name under "Outboard Motors" in your [illegible] book.
Write for the new Sea-Horse catalog describing the 4 great motors of the Johnson line. SENT FREE!
JOHNSON MOTORS, 2000 Pershing Road, Waukegan, Illinois
In Canada. Mfd by Johnson Motors, Peterborough

BETTER PRODUCTION FACILITIES BETTER VALUE ONE MILLION THE ONLY MANUFACTURER WHO HAS BUILT A MILLION OUTBOARD MOTORS

T-3000

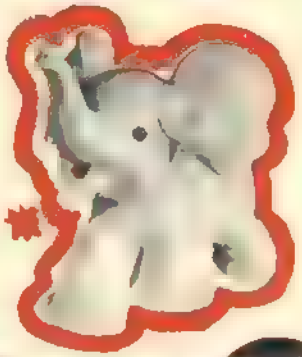
T-3001

T-3002

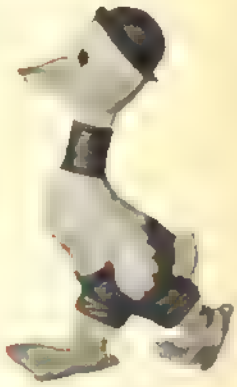
T-3003

T-3004

T-3005



T-3006



T-3007

T-3008

T-3009

T-3010

TRIPLE BALL RATTLE – 3 whirling plastic cages with tinkling bells mounted in plastic frame. Assorted colours.
T-3000. . . EACH $ .66. . . SUGGESTED RETAIL $ .89

BABY RATTLE SET – All plastic, safe and sanitary. Doll, ring and hand rattle. For use in crib or carriage.
T-3001. . . EACH $1.34. . . SUGGESTED RETAIL $ .98

LATEX RUBBER SQUEEKY TOYS – Each toy made from sanitary, washable and durable latex. Harmless colours. Equipped with squeaker.

PERKY THE PUP – 5" high, 4" wide. In cellophane bag.
T-3002. . . EACH $ .86. . . SUGGESTED RETAIL $ .69

CUDDLY THE CAT – 5" high, 4" wide. In cellophane bag.
T-3003. . . EACH $ .86. . . SUGGESTED RETAIL $ .69

FLEECY THE LAMB – Fitted with metal bell, Pink or Blue tasseled cord and squeaker. In cellophane window display box.
T-3004. . . EACH $1.04. . . SUGGESTED RETAIL $ .79

FROGGY THE GREMLIN – Size [illegible] x 5" x 2¾", fully coloured. Packed in counter display box.
T-3005. . . EACH $1.04. . . SUGGESTED RETAIL $ .79

TUSKY THE ELEPHANT – Height 5¾", [illegible] display box.
T-3006. . . EACH $1.54. . . SUGGESTED RETAIL $1.19

MR. SQUAWKER THE DUCK – Bright, attractively coloured, approx. 12" high. Has lifelike duck squeaker. Heavy and long lasting latex.
T-3007. . . EACH $3.12. . . SUGGESTED RETAIL $2.49

JOSIE THE LAMB – Sprightly and playful. Approx. 12" high, assorted coloured satin bows.
T-3008. . . EACH $3.12. . . SUGGESTED RETAIL $2.49

ROMPY DOLL – Made from soft and pliable live rubber. Non-poisonous colouring. 7¼" high. With squeaker.
T-3009. . . EACH $1.28. . . SUGGESTED RETAIL $ .95

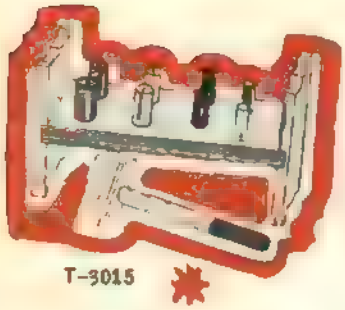
CHUNKY DOLL – A little sister to ROMPY. 7¼" high.
T-3010. . . EACH $1.28. . . SUGGESTED RETAIL $ .95

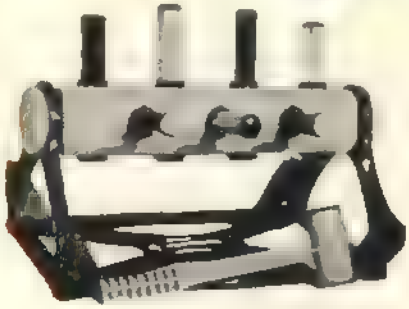
T-3011

T-3012

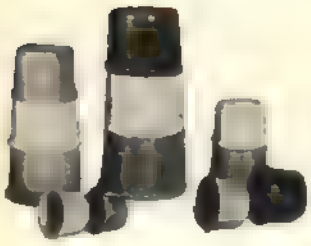
T-3013

T-3014


T-3015


T-3016

T-3017


T-3018

T-3019

T-3020

RUBBER PLAY BALLS – Attractive colour combinations. Heavy rubber wall, gas filled. Diameter 5".
T-3011. . . EACH $1.06. . . SUGGESTED RETAIL $ .79

RUBBER PLAY BALLS – New outstanding design. Striped in Red, White and Blue with Gold. Diameter 6".
T-3012. . . EACH $1.60. . . SUGGESTED RETAIL $1.19

ROLY POLY CLOWN – Heavy moulded plastic clown, brightly coloured. Height approx. 10". Tinkles when rolled.
T-3013. . . EACH $1.20. . . SUGGESTED RETAIL $ .89

PIGGY BANK – Extra large piggy bank in Pink or Blue plastic. Length approx. [illegible].
T-3014. . . EACH $1.34. . . SUGGESTED RETAIL $ .98

BINGO BED – Natural fi[illegible] and mallet. Red [illegible].
T-3015. . . EACH $1.84. . . SUGGESTED RETAIL $1.39

PEG'N POUND – Entirely new. Sturdy plastic, varicoloured. Different shaped removable pegs, revolving cylinder enables child to hit from any angle. Suitable for ages 1 to 4.
T-3016. . . EACH $3.74. . . SUGGESTED RETAIL $2.79

VERSATILE JOE – A creative and instructive all-wood toy. Bright harmless colours. Designed for hours of play. Approx. 8" high.
T-3017. . . EACH $2.00. . . SUGGESTED RETAIL $1.49

BUILDING BEAKERS – All plastic. 12 beakers in bright colours, each with picture, nest so they all fit into the largest. For ages 1 to 5 years.
T-3018. . . EACH $2.66. . . SUGGESTED RETAIL $1.49

SEVEN BARRELS – Each [illegible] screws into separate halves and all fit inside each other. Suitable for ages 2½ to 6 years. Heavy multi-coloured plastic.
T-3019. . . EACH $3.86. . . SUGGESTED RETAIL $2.89

SPELLING & COUNTING BOARD – Diameter 9½". Colourful plastic board, letters one side, numbers on other. Complete in carton.
T-3020. . . EACH $1.86. . . SUGGESTED RETAIL $1.39

New Toys on Parade

Dolls Depict Historical Characters

Dolls of Destiny, the newest series of dolls by A & H DOLL MFG. CORP., 43-12 50th St., Woodside 77, N. Y., has 12 characters, all out of history. The gown worn by each doll is an authentic copy of one worn by its counterpart. With each doll comes her own story book with full color cover, written by a well-known children's author and historian. The dolls walk and sit . . and retail at not less than $7.95

"Looney Loco"

Molded in gay colors of red, blue, yellow and green, the "Looney Loco" of NOSCO PLASTICS, 17th and Cascade Sts., Erie, Pa., wiggles, waddles and wags when pulled. Nursery rhyme characters deck the windows of each bright car. The toy measures 13⅞" long, 2⅜" wide, 2⅝" high and is individually packaged in a gaily colored box. Retail price is 79 cents

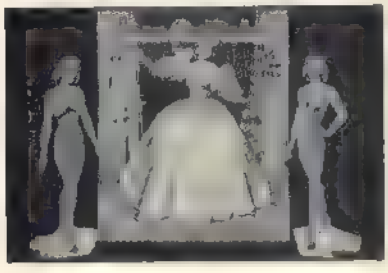
New Paper Doll Cut-out Book

Joan Caulfield, beautiful actress of stage and screen, is featured in a big, new paper doll cut-out book currently being released by THE SAALFIELD PUBLISHING CO., Akron, Ohio, one of the nation's foremost publishers of books for children.

Bound in attractive, full-color, varnished board covers, this cut-out book of "Joan Caulfield Paper Dolls and Dresses" adds another star to the series of Saalfield's Authorized Editions.

The book measures 10¾ in. by 14 in. and contains 16 pages, including covers. Each page features cut-outs of Miss Caulfield's wardrobe in full color. Complete in every detail, almost 50 items from the star's wardrobe—dresses, coats, hats, furs, shoes, gloves, handbags—are included. The book retails at 15 cents.

Miss Caulfield is pictured on the front cover. The book cover features two die-cut basic cut-outs of the star, eleven inches tall, attired in a bathing suit. Each back cover cut-out can be pushed out to make a sturdy doll, which will stand upright on a folded base.



Electronic Space Gun

REMCO INDUSTRIES, INC., 113 N. 13th St., Newark N. J., has announced a new addition to its line of electronic toys. This electronic space gun, futuristically designed, is operated by battery and comes in a display box. Play value is stressed in this new item . . . it is equipped with a powerful light beam, a color selection turret which has a choice of 5 different colors, and a trigger mechanism that produces an exciting sound when the trigger is pulled

Shoo-Fly

Shoo-fly with a new look is the latest offering of OAK HILL CO., Fitchburg, Mass., a Hedstrom subsidiary. It features aluminum finish tubing, metal sides and tray in cream and red. Inside width is 12", length 31½"; height 14½". Unit comes packed two per carton, knocked down

Jumpo Stick

A new junior-size Pogo toy, made for the 6 to 10 year age group, is being marketed by JUMPO STICK CO., Manitowoc, Wis. Said to be hopping good fun that develops a youngster's sense of balance and muscular coordination, and at the same time to provide plenty of vigorous exercise, the stick is 39" high, and weighs 2¼ lbs. It has circular cast aluminum footrest and is spaced but a small step up for easy mounting. Bounce is provided by sturdy conical oil tempered steel spring. Retail price is $3.95.

Junior Commando Water Gun

A king-sized water gun for the pint-sized sportsman is just off the assembly line of KNICKERBOCKER PLASTIC CO., 4101 San Fernando Road, Glendale 4, Calif. Over 16 in. long, the Junior Commando is a real tommy gun replica, and is said to be the world's largest water gun. This automatic repeating water gun will shoot a stream of water over 40' and is said to hold more water than any other water gun sold today. Pump and trigger are fool-proof and kid-proof and easy to operate. Designed in California plastic, the gun comes in assorted metallic-finished colors and retails at $1.98.

New Toys on Parade

Junior's New 16-inch Sidewalk Bike

The featured number in the expanded 1953 line of sidewalk bikes marketed by JUNIOR TOY CORP., 215 Marble St., Hammond, Ind., is the No. 816 Junior Roadmaster pictured.

This 16," semi-pneumatic tire DeLuxe bike is unique in that it is "convertible" to either a boy's or a girl's model by use of a removable crossbar. Although it represents just one stock keeping number, it can be sold for either a girl's or a boy's use—and should be of particular interest to those parents who have smaller children coming along.

Sales points include a new bicycle-type saddle with chrome scuff rod, Chrysler oilite bearings, luggage carrier, Junior "Rocket" knuckle guards and streamer grips, and a sturdy training outrigger.

"Small Fry" Magic Slate

An educational fun method for checking and forming proper habits "Small Fry" use "their own" Magic Slate. Mothers too, can jot down additional duties to suit their purpose, yet the big Magic Slate still provides plenty of space for "small fry" scribbling with the Magic Writing Stylus.

The clever diecut cartoon design is mounted on extra heavy board, hangs up and makes a cute wall plaque for any room. This new Magic Slate for an entirely new use is packed in an attractive frame-vue gift box, showing all its color and activity for greater sales value. Should prove a real helper and a worthwhile purchase for Moms and Dads and retails at only $1. It is manufactured by the exclusive manufacturers of *Magic Slates*—THE STRATHMORE CO., Aurora, Illinois.

Toy Cap Pistol

The No. 42, Ranger toy cap pistol manufactured by KILGORE, INC., Westerville, Ohio, a 50-shot repeating model, is the newest addition to the company's line of toy cap pistols. Designed with authentic "Western" styling, it uses Kilgore's patented feeding mechanism to assure positive feeding of the cap roll. Large plastic grip, embossed with cowboy head, makes it an ideal holster gun. Thumb operations of the latch lever, below the hammer, pulls hammer back to half-cock and permits barrel to automatically flip open for ease in loading. The unit is die cast of zinc alloy and plated with the manufacturer's new Dura-Gleam finish, which is said to have 60% greater reflectivity than ordinary toy cap pistol finishes and to retain its original luster up to twice as long.

The Ranger is 9¾" long and is individually boxed and packed ¼ gross per 25-lb. case. It is also available in double and single holster sets.

Take-along Briefcase

An ingenious new idea for keeping children happy while traveling is the new Take-along briefcase made of alligator effect cardboard in a smart new red design with a name plate for identification. The briefcase is stocked with a box of four crayons, sharpened pencil and six colorful activity books, including "Flower Fun," "Snow White," "Automobile Travel Fun," "Puzzle Fun," "Follow the Dots for Fun," "Red Riding Hood," all of which involve a wide variety of creative and imaginative play activity. The manufacturer, SAMUEL GABRIEL SONS & COMPANY, 200 Fifth Avenue, New York 10, N. Y., plans active promotion on this item for the summer vacation season. Retail price is $1.00.

Moving Bulldozer

An authentic version of a moving bulldozer has been created by IDEAL TOY CORP., 200 Fifth Ave., New York. The company believes it to be the first mechanical toy ever made that in repeat cycle moves in a forward and then a backward direction with one windup.

Precisely detailed and constructed of durable plastic, it is 10" long, 6" wide and 3¾' high, and is said to be rugged enough to push heavy objects with its removable scooping blade. Brightly decorated in assorted color combinations, it is equipped with tough vinyl treads, detachable figure of a farmer in driver's seat, simulated tractor engine, clutch and steering gear. Suggested retail price is $3.00.

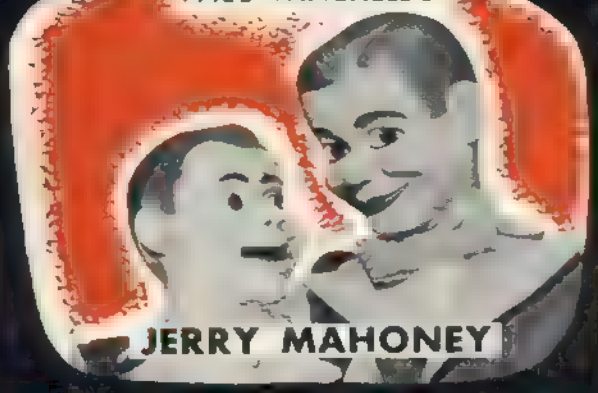
Heirloom Tea Service

Every little hostess should be delighted to preside at afternoon tea with the *Heirloom Tea Service*, of BANNER PLASTICS CORP., 80 Beckwith Ave., Paterson, N. J., adorning her table. Copied from a Sheffield pattern, this beautifully designed set consists of four pieces . . . a large tea pot, sugar and creamer finished in Banner's Metaltone (silver-like) finish; and a plastic tray in wood grain with metaltone handles. Made of moulded plastic, it can be washed and is said to forever retain its brilliant silver-like finish. Retail price is approximately $2.00, slightly higher in the West.

Howdy Doody Tag

Among items introduced in April by WM. J. MANDELL, 200 5th Ave., New York 10, N. Y., is a 10-cent identification tag with Howdy Doody puppet action photo, licensed by Kagran Corp. Puppet's lips and mouth move when item is moved upward and downward slowly.

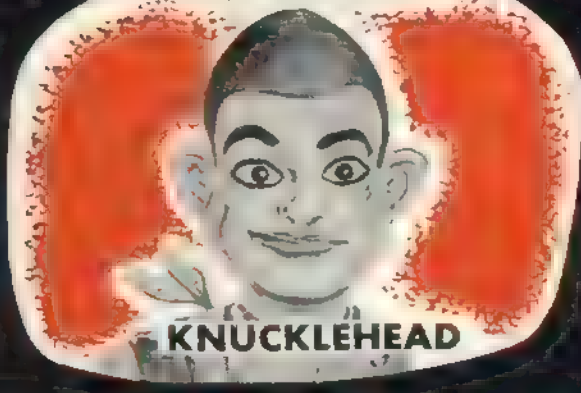
PAUL WINCHELL'S



JERRY MAHONEY

J U R O

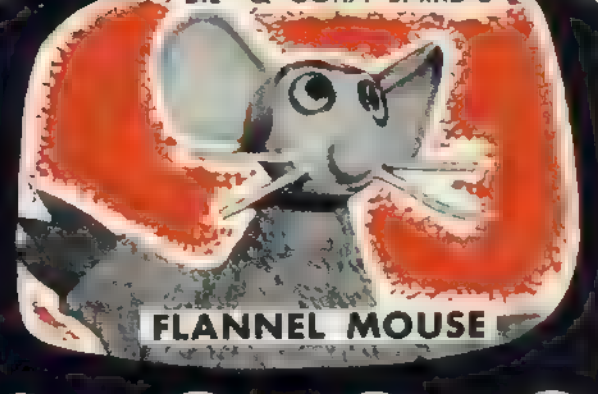
PAUL WINCHELL'S



KNUCKLEHEAD

H A S

BIL & CORA BAIRD'S



FLANNEL MOUSE

T V 'S

BIL & CORA BAIRD'S

CHARLEMANE

T O P

AND INTRODUCING . . .

IMOGENE COCA

S T A R

Every week, millions of people are visited by this great array of top talent via TV, Personal Appearances, and Newspaper and Magazine Publicity. Never, in toy-selling history has so powerful a pre-selling job been done for you. *Sell the dolls your customers are sold on . . . see the Juro Celebrity Line at the Toy Fair, Rooms 1065-1067.*

JURO **NOVELTY COMPANY**

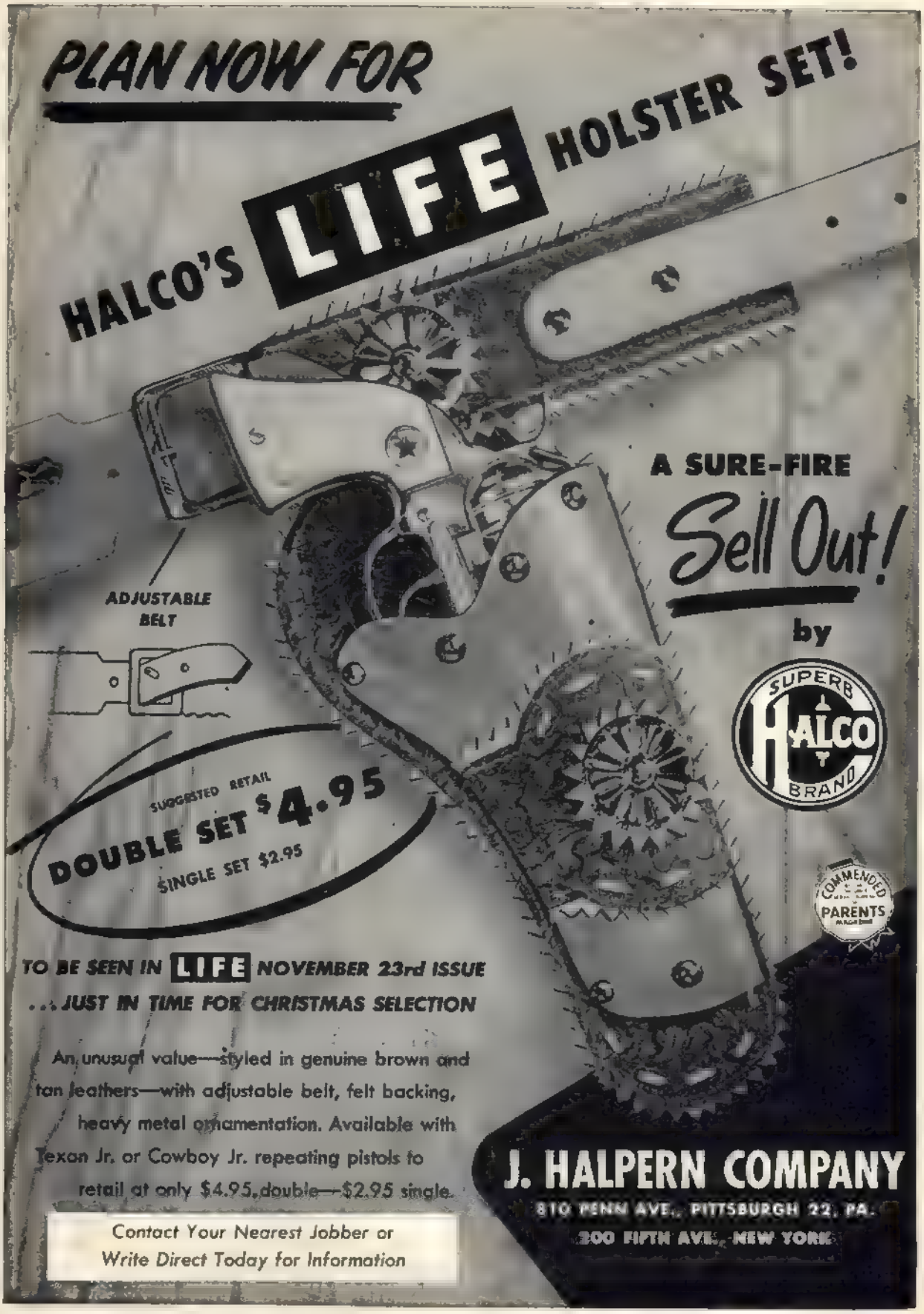
Showrooms: Lewis Co. Room 1[illegible] Park Ave. N. Y. C.

Factory Showrooms 18 East 18th St., New York 3, N. Y.

S ! ! !

DON'T FORGET TO WRITE FOR JURO'S NEW FULL-COLOR CATALOG HOT OFF THE PRESS!

PLAN NOW FOR HALCO'S LIFE HOLSTER SET!



A SURE-FIRE *Sell Out!* by

SUPERB HALCO BRAND

SUGGESTED RETAIL
DOUBLE SET $4.95
SINGLE SET $2.95

COMMENDED PARENTS

TO BE SEEN IN LIFE NOVEMBER 23rd ISSUE
... JUST IN TIME FOR CHRISTMAS SELECTION

An unusual value—styled in genuine brown and tan leathers—with adjustable belt, felt backing, heavy metal ornamentation. Available with Texan Jr. or Cowboy Jr. repeating pistols to retail at only $4.95 double—$2.95 single.

Contact Your Nearest Jobber or Write Direct Today for Information

J. HALPERN COMPANY
810 PENN AVE., PITTSBURGH 22, PA.
200 FIFTH AVE., NEW YORK

TOY FAIR
Room 918-920
HOTEL McALPIN

THIS YEAR Send Your Sales And Profits Soaring

with KALAMAZOO Champions

To beat 'em all in sled sales, sell the line that beats 'em all in performance and value—Kalamazoo Champion! Two great models, Deluxe Sno-Liner and Standard, in six fast-selling sizes. They coast faster and farther, turn sharper and easier—thanks to grooved steel runners that bend their entire length on "floating" knees and exclusive "free play" runner connections. Sturdy hardwood construction. Colorful gleaming finish, flashy new deck design. Order now!

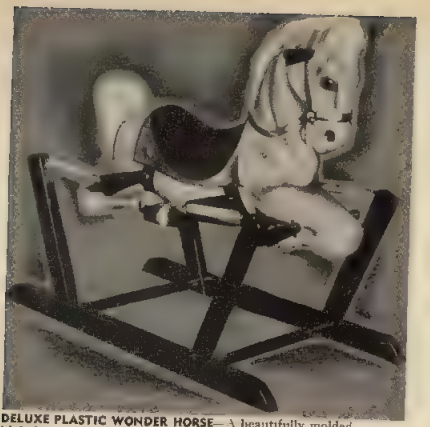
WRITE TO-DAY FOR DETAILS AND PRICES

← **KALAMAZOO 4-Wheel Baby "Sno-ler"**

Mothers really go for this outfit! The "Sno-ler" combines the advantages of a sled and stroller in one smart, sturdy model. Runners for ice and snow, wheels for bare spots, porches, floors. A touch of the toe lets it slide or roll. Folds easily, compactly.

KALAMAZOO SLED COMPANY
CROSSTOWN PARKWAY — KALAMAZOO, MICHIGAN

AMERICAN TOYS

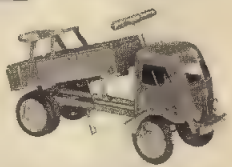


DELUXE PLASTIC WONDER HORSE—A beautifully molded high impact plastic horse, unusually tough and durable, suspended on four springs to permit trotting, galloping and plenty of fast action. Perfect in or outdoors. Heavy wood frame, finished in bright red. Horse in contrasting colors. 36" x 33½"
79238B2050. . . . . **Retail $30.00**

PLASTIC ROCKING HORSE—White plastic body and head with black and yellow stenciling. Hardwood uprights and Ponderosa Pine legs, braces and rockers. Rockers finished in red—braces in yellow. Size: 20¼" x 20¾" x 9¼" wide. Center of saddle is 13" high
79423A435. . . . . **Retail $6.50**

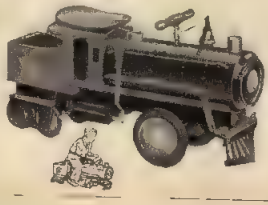
PLASTIC ROCKING HORSE WITH BELL—Features two-toned patented bell that rings as horse is rocked, and steel stirrups with plastic covers. White plastic body and head with hardwood uprights and balance Ponderosa Pine. Black and yellow stenciling. Red rockers. Size, 34¾" x 24¾" x 12" wide. Center of saddle is 16" high
79424A850 . . . . . **Retail $12.75**

SPRING WONDER HORSE—It's gaited. Four spring suspension permits trotting and galloping. Has enormous play value for children from one to six years old, and develops grace, rhythm and muscular coordination. Made of wood and finished in red enamel with black mane and saddle. 32" x 36".
79226B1130. . . . . **Retail $16.95**



DUMP TRUCK—Has large dual wheels with large rubber tires. Comfortable seat and adjustable steering handle. Dumps heavy load easily. Tailboard locks into place when truck body is not in dumping position. Red and green baked enamel finish. 24½" long, 12" high.
79042B875. . . . . **Retail $12.95**

HEAVY DUTY RIDER FIRE TRUCK—Complete with siren and flashing searchlights. Made of heavy gauge steel. Auto type chassis. Size 39½ x 15 x 8¾". Seat 11½" from floor. Bulb and red lens on searchlight flashes on and off. 4½" rubber tires.
77212A530. . . . . **Retail $7.95**



RIDE 'EM LOCOMOTIVE—Made of automobile body stock in beautiful colors of red and black. space provided in coal tender as container for articles. Has rubber tires and loud hand action ringing whistle. Locomotive is sturdily constructed—will carry weight of an adult. 28" long x 12½".
79038A935. . . . . **Retail $14.00**

CAL'S COLT—Safe, quiet and stationary. Made of selected wood and tempered steel. Seat and stirrups adjustable for weight and leg lengths.
7952A535—Capacity 55 lbs. Size 36 x 18 x 27" . . . . . **Retail $8.00**
7954A665—Capacity 80 lbs. Size 46 x 18 x 44" . . . . **Retail $10.00**

STEAM ROLLER—Extra heavy roller and well proportioned wheels. Has loud ringing bell and handle bar in front. Weight capacity about 150 lbs. Red and gray baked enamel finish
79041B550 . . . . . **Retail $8.00**

AMERICAN CHARACTER DOLLS—"Tiny Tears" "Chuckles" and Others

The true-to-life dolls that look and act like real little girls, real babies!

These are dolls of the finest quality and craftsmanship, designed for children of all ages. Dolls that appeal to children because of their beauty and play value—to parents because of their durability and quality.

TINY TEARS

The only doll that cries real tears. Feed her, she weeps. Place a pacifier in her mouth, squeeze her gently and as she weeps big, wet tears she cries lustily. She drinks her bottle, wets, blows soap bubbles, sleeps and can be bathed. Made of molded rubber, fully jointed, plastic head, sleeping eyes and lashes

ROOTED SARAN HAIR

Lovable smiling dolls with soft vinyl arms, head and legs and—completely unbreakable, washable body, "Chuckles" and "Sunny Sue" shown above have long, deeply-rooted Saran hair, giving a truly life-like appearance. All beautifully detailed.

(A) SUNNY SUE—A life-sized Momma doll with soft, washable body. All-vinyl arms, legs and head. Long, curled, rooted Saran hair Dress and bonnet of fine taffeta, lace trimmed collar. Over the dress, an imported, hand-finished, embroidered swiss organdy pinafore. Ruffled organdy slip, matching panties, colored shoes and socks Plus hair curlers

76086A1665—28" size . . . . . Retail $24.95

(B) CHUCKLES—A gorgeous baby with deeply rooted Saran hair and soft, all-vinyl arms, legs and head. Washable body. Prettily dressed in permanent finish organdy with imported, embroidered organdy pinafore and bonnet. Matching slip and panties, white kid slippers.

76078A863—19" size . . . . . Retail $12.95
76079A1063—22" size. . . . . Retail 15.95
76080A1330—26" size . . . . . Retail 19.95

(C) BRIDE WALKING DOLL—She's beautiful, and she walks along with life-like steps when you hold her hand. Dressed in a heavy white satin bridal gown with lace and satin ribbons Her veil, in lace-edged nylon tulle, adorns her Saran hair do With wire-loop slip and matching panties, white slippers and bridal bouquet. Plastic body

76084A663—15" size. . . . . Retail $ 9.95
76085A1000—23" size. . . . . Retail 14.95

(D) TINY TEARS—The life-like baby that weeps real tears, cries, drinks, wets, blows bubbles, sleeps and can be bathed. Fur wig. Molded rubber, plastic head. Dressed in knit panties and shirt. Comes with layette in trunk. Layette includes organdy dress and bonnet, bathrobe, slip, shoes, socks. Also extra diaper, Kleenex, sponge, soap, wash cloth, clothespins, pacifier, bottle, nipple, bubble pipe.

76081A663—11½" size. . . . . Retail $ 9.95
76082A800—13½" size. . . . . Retail $11.95
76083A1000—16" size. . . . . Retail 14.95

(E) NICKIE AND HER WARDROBE—An all-plastic, fully jointed girl doll with Saran wig. Picolay dress, straw hat, panties, shoes and stockings. Her wardrobe trunk holds evening gown and slippers, 2-pc. pajamas, stockings, panties, 2 plastic hangers, curlers and plastic comb. Trunk is plaid covered, has metal hardware and hinges

7685A600—13" size . . . . Retail $9.00

(F) TINY TEARS Complete with layette in attractive gift box. Dressed in knit panties and shirt. Layette includes lace-trimmed organdy dress and bonnet, slips, knitted booties, bottle and nipple, Kleenex, extra diaper, sponge, soap, bubble pipe, wash cloth, pacifier

7603A400—11½" size. . . . . Retail $5.95
7600A530—13½" size. . . . . Retail $7.95
7601A665—16" size . . . . Retail 9.95

BOOST Your Sales...

IDENTIFY YOUR PRODUCTS WITH SUPER CIRCUS

These Important Facts Should Interest You!

only SUPER CIRCUS . . .
has a 52 week, solid 60 minute audience in 62 major markets . . . 15,000,000 people.

only SUPER CIRCUS . . .
has stayed in the "Top Ten" TV shows for 5 years consecutively.

only SUPER CIRCUS . . .
is the No. 1 show on ABC, sponsored *always* by the "TOP" merchandisers in the country.

LICENSES AVAILABLE THROUGH

TELEVISION MERCHANDISING ASSOCIATES

135 So. LaSalle Street, Suite 840, Chicago 3, Illinois

Improvement with a Great Sales Feature . . .

This "K" Means O.K.

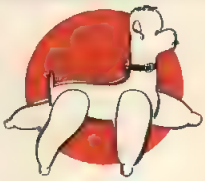
Kilgore INC. WESTERVILLE, OHIO U.S.A.

New York Office
Room 7[illegible] Fifth Ave., Bldg.

Chicago Office
Room 14 — 102 Michigan Blvd.

THE ARISTOCRAT

TOYS OF DISTINCTION



As cute and cuddly a pooch as ever paraded up Park Avenue. The Aristocrat is fully jointed . . . he sits, he stands, he sleeps, he begs. Small fry will love his antics . . . parents too. Don't miss this new toy wonder!

Knickerbocker Toy Co., Inc.

FACTORY: 650 Avenue of the Americas, New York 11
SHOWROOMS: Room 302, 1107 Broadway New York City

BIG NEWS from KNICKERBOCKER

...the Pistol Packin' Papa of the Profit Parade of PLASTICS!

"WESTERN STYLE"
Repeater Water Pistol
#607

Authentic Western "six-shooter" style and decoration. Fires 300 shots without reloading. Assorted colors. In individual display box

length 7¾"

Suggested retail price
$ .49

"SHOOTER JET"
Repeater Water Pistol
#602

Fires 250 shots without reloading. Transparent plastic allows view of water. Red, yellow or green.

length 7"

Suggested retail price
$ .49

Knickerbocker's
New, Improved
HYDRO-JET PUMP
Used exclusively on all Knickerbocker Water Guns

NEW!

"SPACE-JET"
Repeater Water Pistol
#[illegible]

Styled for the space-ship era. Fires 150 shots without reloading. Assorted colors.

length 5¾"

Suggested retail price
$ .39

length 4¾"

"SHOOTER"
Palm-Size
Repeater Water Pistol
#602A

Fires 150 shots without reloading. Transparent red, yellow or green. Packed in attractive display carton.

Sugested retail price
$ .39

U.S PATS PENDING

Write for Free Catalog

KNICKERBOCKER PLASTIC CO.

[illegible]

Jet Automatic

REPEATING RIFLE

6 shots with 1 loading!

NEW LOW PRICE! **$2.98** *Suggested retail*

Cut-away diagram shows how ammunition is "stored" inside the barrel.

Includes 6 Ammunition Balls!

Sensational gun item, from Knickerbocker! 29" long; realistic appearance; loaded at muzzle; individually boxed.

EXTRA AMMUNITION
Cellophane bag with 12 "Jet" ammunition balls.
Suggested retail **69c**

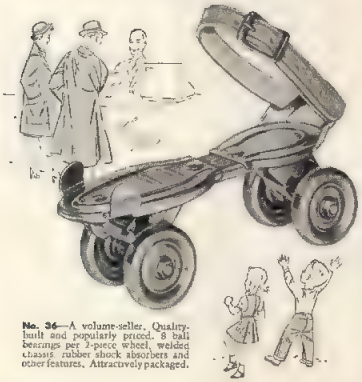
Safe!
Can not harm children, or break glass.

Write for Catalog

KNICKERBOCKER PLASTIC CO., INC.

FACTORY: 4101 San Fernando Road, Glendale 4, California
SHOWROOMS: Room 302, 1107 Broadway, New York City

Spring's coming . . . and so are those big roller skate sales!



No. 36—A volume-seller. Quality-built and popularly priced. 8 ball bearings per 2-piece wheel, welded chassis, rubber shock absorbers and other features. Attractively packaged.

STOCK GLOBE . . . make it the biggest spring of all!

MAKE out your Globe order now. Be sure you're set to cash in on the country's fastest profit line. Yes, these rugged sparkling skates and colorful packaging catch every eye from tots to parents. Models for every age group. Get details today.

No. 97 Low priced, model has many features of more expensive skates. Welded 7-piece chassis extends to 8½. Balloon type plain bearing wheels.

No. 197 Fast-selling skate for young beginners . . . with laced leather toe straps that need no key. Priced to right, sells almost on sight.

GLOBE-UNION INC.
MILWAUKEE 1, WIS.
Eastern Sales Offices. SOLLMANN & WHITCOMB
200 Fifth Avenue • New York 10, N. Y.

SEE
KOHNER BROS.
HOTEL McALPIN
ROOM 754

RHINESTONE CRAFT No. 205

MICKEY MOUSE
No. 185

CLARABELL No. 186

KOHNER BROS.
155 WOOSTER ST.,
NEW YORK, 12 N. Y. ORegon 4-7578

Action Packed Selling with
ALL LEATHER
WESTERN STYLE

No. 380 Chap & Vest Set
Suggested Retail $7.95

No. 291 Holster Set
Complete
Suggested Retail $12.95

PERMANENT EASTERN OFFICE
202 204 FIFTH AVE BLDG.
NEW YORK CITY

OTHER OFFICES
209 So. State St. Chicago, Ill
Box 481 Coral Gables, Fla.

KEYSTON BROS
755 Mission St. • San Francisco 3, Calif.

TIGRETT ENTERPRISES INTRODUCES FIVE NEW TOYS

Line Includes Two New Construction Toys Designed by Charles Eames

TIGRETT Enterprises, 66 East Walton Place, Chicago, again demonstrates initiative and leadership among toy manufacturers with five sensational new playthings, introduced to the trade during the recent American Toy Fair.

The new Tigrett items include: A 7-inch plastic bird which defies gravity and mysteriously climbs up and down walls and crawls across ceilings; a completely automatic toy pistol; a toy portable typewriter which prints letters and numerals in color, and has its own carrying case; and two ingenious, fanciful construction toys designed by Charles Eames, the noted modern architect and home furnishings designer.

Combining complete originality with basic appeal, the new Tigrett items all have elements of fun, color, and safety, which are certain to make them equally irresitible to grown-ups and children.

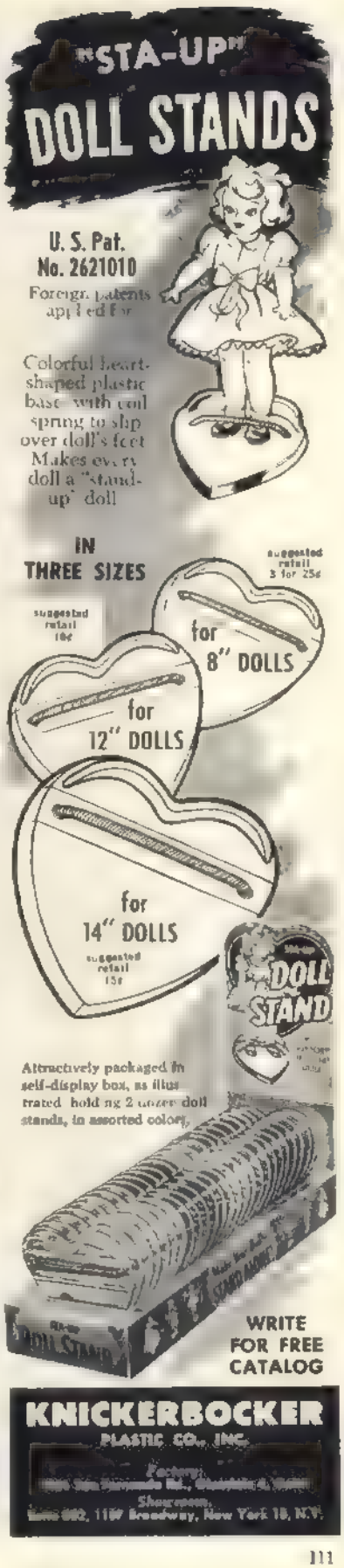
The House of Cards

The first of the two construction toys designed by Eames is the *House of Cards*, (Retail price, $1.00), an intriguingly boxed pack of 54 individually decorated plastic-coated cards, which are slotted in such a way that hundreds of different constructions may be made with them.

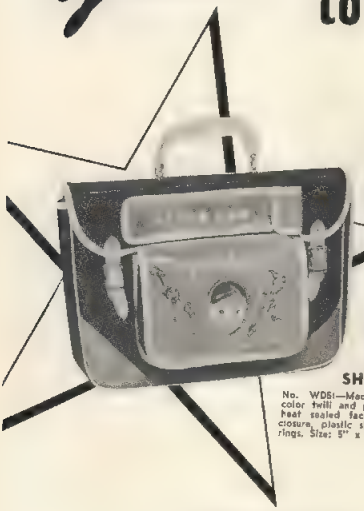
The Little Toy

The second new Eames creation is *The Little Toy*, (Retail price, $1.98), a smaller-scaled cousin of *The Toy*, another Tigrett construction toy created by Eames, and one which has been widely acclaimed by educators and child study experts "The Little Toy" consists of four bright-toned square panels and four triangular panels of tekwood, 8 similarly shaped, sturdy wire supports, and a liberal batch of covered wire connectors. It

(Continued on page 113)



Great Stars to build your sales



WALT DISNEY'S Peter Pan SCHOOLBAG

No. WD33—Heavy rubberized assorted color plaid or solid color twill schoolbag, 9½" x 13", raised lunch pocket with patent plastic flap on which is plastic face of Peter Pan, patent plastic buttoned pencil case and reinforced corners, colorful turned in plastic binding, plastic handle or shoulder strap. Colors: Red, Blue, or green plaid Blue or green twill

TINKER BELL SHOULDERBAG

No. WD51—Made of rubberized plaid, solid color twill and plastic, plastic flap with plastic heat sealed face of Tinker Bell, snap button closure, plastic shoulder strap attached with d rings. Size: 5" x 7½" x 1¼" in assorted colors

CAPTAIN VIDEO SCHOOLBAG

No. 1010—Heavy rubberized twill bag 10" x 14", raised lunch pocket with texon flap on which is colorful deep embossed Captain Video design snap button closure texon zipper pencil case and reinforced corners, nameplate, plastic handles or shoulder strap. Colors: blue or green

See our complete line at the

TOY FAIR

ROOM 665 - HOTEL McALPIN

Write for our 1953 catalog of Schoolbags, brief bags, Ring binders, Utility bags, and Novelties

NATIONAL LEATHER MFG. CO., INC.

201 FRONT STREET BROOKLYN, NEW YORK

HERE'S THE ONE TRULY *Original* LINE • The *Profit* LINE

Of the Stuffed Pet Field for '53

What a sparkling array of pets! Those inimitable Collegiate pet stylists have done it again!

Shown here are just some of the fabulous Personality Pets that created such a sensation in the toy field last year — with many original new numbers added . . . PLUS a brand new line of WEE PETS (cuddly miniatures of Personality Pets) and more of those amazingly popular PEDIGREED PUPS.

Every one will be a star performer in your profit picture this year. So visit the Dog House at the Toy Fair. Don't miss it!

There's a special treat in store for YOU at our Toy Fair location . . .

Room 872

Hotel McAlpin

Personality Pets

"THE DOG HOUSE"

COLLEGIATE MFG. CO.

AMES, IOWA

Lone Rider

SURE FIRE

2 WAYS

REPEATING ROLL CAPS

#10

#1

- **Sure-Fire Repeat Sales everywhere Lone Rider caps are featured.**
- **Sure-Fire with every shot! Packed in fire-retarding gold aluminum foil box.**

#10 — 2000 shots
Packed 6 doz. Boxes
to carton — **25c retail**

#1 — 750 shots
Packed 12 doz. Boxes
to carton — **10c retail**

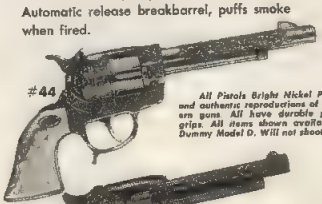
Manufactured by
JATINA MANUFACTURING CO

Distributed by
LESLIE-HENRY CO., INC

REPEAT PROFITS WITH LESLIE-HENRY'S OUTSTANDING LINE OF WESTERN TOYS

#44 Gene Autry "44" Side Loader. (Approximately One Foot Long) Repeating pistol. Revolving barrel, automatic release side loading.

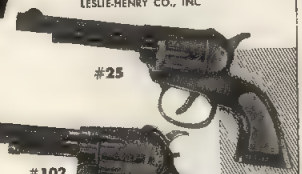
#75 Gene Autry Repeating Pistol. Automatic release breakbarrel, puffs smoke when fired.



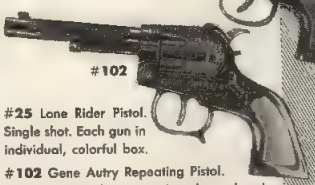
#44

All Pistols Bright Nickel Plated, and authentic reproductions of Western guns. All have durable plastic grips. All items shown available in Dummy Model D. Will not shoot caps.

#75



#25



#102

#25 Lone Rider Pistol. Single shot. Each gun in individual, colorful box.

#102 Gene Autry Repeating Pistol. Repeating pistol. Automatic release breakbarrel, puffs smoke when fired.

See **LESLIE-HENRY** for America's Most Complete **COWBOY LINE**
GENE AUTRY — LONE RIDER — TEXAS STAR RANGER

THE WORLD'S LARGEST MAKER OF WESTERN PLAYTHINGS

Leslie-Henry Co.

SHOWROOM: 200 FIFTH AVENUE, NEW YORK 10, N. Y.

LESLIE-HENRY CO. Inc.
445 So. Tenth Avenue
Mt. Vernon, N. Y.

M. A. HENRY, LIMITED
Ontario, Canada

M. A. HENRY WESTERN CO. INC.
1751 Olympic Boulevard
Santa Monica, Calif.

SUITS • HOLSTER SETS • PISTOLS
HATS • SPURS • REPEATING ROLL CAPS •

ALL PRODUCTS COMPLETELY MANUFACTURED IN OUR OWN PLANT

Don't Miss the Target This Year!

YOU'LL "KNOCK 'EM DEAD" IN '53 with Leslie-Henry's Arsenal of Brand-New Powerful Merchandise!

NEW SUITS

NEW ITEMS

NEW PISTOLS

NEW ITEMS

NEW HOLSTER SETS

In a big variety of designs and price ranges featuring our nationally-advertised Western characters:

★GENE AUTRY ★LONE RIDER ★TEXAS STAR RANGER

AT THE TOY FAIR

Rooms 808-810, McAlpin Hotel

All Products Completely Manufactured in Our Plant by the World's Largest Maker of Western Playthings

Leslie-Henry Co.

SHOWROOM 200 FIFTH AVENUE, NEW YORK 10, N. Y.

LESLIE HENRY CO. Inc.
445 So. Tenth Avenue
Mt. Vernon, N.Y.

M. A. HENRY, LIMITED
Ontario, Canada

M. A. HENRY WESTERN CO. INC.
1751 Olympic Boulevard
Santa Monica, Calif.

AMERICA'S MOST COMPLETE COWBOY LINE

Means *Greater* VALUE

Because Every *Leslie-Henry* Item is made in our own factories!

GENE AUTRY

TEXAS STAR RANGER

LONE RIDER

★ PISTOLS ★ PISTOL and HOLSTER SETS
★ COWBOY OUTFITS ★ ROLL CAPS

See Us at the Toy Fair

ROOMS 808-810
McALPIN HOTEL

Leslie-Henry Co.

SHOWROOM 200 FIFTH AVENUE NEW YORK 10 N Y

LESLIE-HENRY CO Inc
645 So. Tenth Avenue
Mt. Vernon, N Y

M. A. HENRY LIMITED
Ontario Canada

M. A. HENRY WESTERN CO. INC.
1751 Olympic Boulevard
Santa Monica, Calif

Liberty Line
PLAYBOATS

AMERICA'S
OUTSTANDING POWER BOAT

TODAY'S
FASTEST SELLING
BOAT LINE

suggested retail
$3.95

- CALIFORNIA REDWOOD HULLS WITH MARINE MAHOGANY FINISH
- BRIGHTLY LACQUERED DECKS. Models L-2 and L-3, Steel—L-4, Wood
- POWERFUL MECHANICAL SPRING MOTOR
- UNSINKABLE
- DISPLAY STANDS AVAILABLE TO MEET DEALERS' REQUIREMENTS
- ATTRACTIVE 3-COLOR INDIVIDUAL CARTON
- Length 14," Width 4¾"

motors carry lifetime guarantee

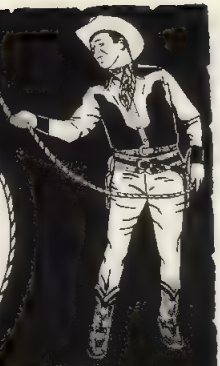
Individual boxes are packaged one dozen or ½ dozen to the shipping carton, packed solid or in assortments. Weight approximately 22 lbs. per dozen. Freight allowance schedule applies on shipments of six dozen or more.

NY-CAL
COMPANY
MANUFACTURERS

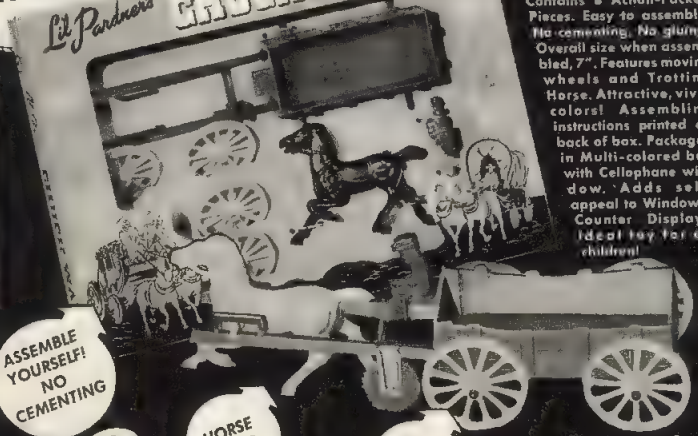
534 W. WHITTIER BLVD., WHITTIER, CAL
P. O. BOX 899

Lido HELPS YOU ROUND-UP SENSATIONAL TOY SALES WITH

THE HOTTEST 39¢* RETAIL SELLER IN YEARS!



Lil Pardners' CHUCK WAGON



#140

Contains 8 Action-Packed Pieces. Easy to assemble. No cementing. No gluing! Overall size when assembled, 7". Features moving wheels and Trotting Horse. Attractive, vivid colors! Assembling instructions printed on back of box. Packaged in Multi-colored box with Cellophane window. Adds sell-appeal to Window & Counter Displays! Ideal toy for all children!

ASSEMBLE YOURSELF! NO CEMENTING

HORSE TROTS

WHEELS MOVE

Write for your Free Copy Lido's new 1953 Catalog Lido leads again with volume-making, money-making Toys for profit seeking. Write today.

Lido TOY COMPANY

— N. Y. OFFICE: 200 5th AVE., ROOM 206
Plant: 321 Rider Ave., N. Y. 51 • CYpress 2-4942-3-4

See the new additions to the Red Hot Lido Line at the TOY FAIR Rooms 551, 577, 579, 581 at the Hotel McAlpin March 9 to 18. Yes Lido Leads Again!

Demand...in Sales for '53!

#140 CHUCK WAGON 39c* retail

8 action-packed pieces. Assemble yourself. No Cementing! Wheels move, horse trots! Attractive colors. Assembling instructions printed on back of multi-colored box with cellophane window.

#1102 TILE-TRIX $1.00* retail

Makes hundreds of colorful and attractive designs. Creative, entertaining and educational Packaged in a mult colored box Also available as the #1101 to retail for 59c*.

#791 FLEET SQUADRON 59c* retail

2 plated and 2 colored planes. Movable propellers and wheels. Cut-outs of Airplane Hangar on back of multi-colored box with cellophane window

#221 ABC SETS $1.00* retail

Complete sets of plastic Alphabet and numbers that stands to spell out words and figures. Packaged in a smartly-styled and colored box with handles and cellophane window.

#1085

LARGE KNITTING SET $1.00* retail

Features 17 pieces, 2 large and 2 small colored spools, 9 skeins of colored yarn and 4 plastic needles. Packaged in a beautiful multi-colored box with cellophane window

#3002 FUTUREMEN 59c* retail

3 large space men and 4 small space men with removable helmets. Assorted colors. Cut-outs for additional play value printed on back of multi-colored box with cellophane window

#350 SEWING CARDS 29c* retail

4 cards, 4 skeins of colored yarn and 1 plastic needle Featuring caricatures of popular animals kids know and love. Gay! Bright! Colorful! Packaged in an attractive box.

HOTEL McALPIN
Rooms 551, 577, 579 & 581
■
TOY CENTRE
200 5th Ave., Room 206

East of the Rockies

Lido TOY COMPANY

N. Y. OFFICE: 200 5th AVE., ROOM 206

Plant: 321 Rider Ave., N. Y. 51 • CYpress 2-4942-3-4

NOW, a hobby* for the price of a doll!

#75 – 7½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head and arms, packaged in a heat sealed cellophane envelope.

*Lingerie Lou's Dress Me packet gives you everything you need for a fascinating and instructive hobby. We recommend it for children of the age group 4-14 years. Here is the economical way to start a valuable doll collection with thirty-two authentic patterns from which to choose.

#LL22 – 11½" Moving Eye Virgin Acetate ready to dress doll, Genuine Mohair Wig, movable head arms and legs, two complete "easy to sew" doll dress patterns with complete sewing instructions and special plastic doll stand packaged in a heat sealed cellophane envelope, printed in two colors.

Representatives:

South and East	Murray Richstone	200 Fifth Ave.
Midwest	"Mac" Luttinger	New York, N. Y.
Western States	Morey Gappel	1206 So. Maple Ave.
		Los Angeles, Calif.

DOLL BODIES, inc.
Factory: 53-55 PRINCE STREET
NEW YORK 12, N. Y.

Hobbycrafts on Parade

Elevated Ramp Set

This elevated ramp set is termed the aristocrat of "Over and Under Railroading." It is used in Up Grade and Down Grade railroading for scenic effect. Set includes ramps for this basic layout. Each piece is one track section long and has the roadbed for each gauge fabricated into the top. It is currently being offered in 027 and S gauges. Lionel users can combine 027 ramps and track with 0 gauge track on the flat table and save space. The $10.95 retail set has 18 ramps; the $12.95 retail has 18 ramps, plus extra roadbed—to make layout in photo. These come packed six sets or combinations in a case. The manufacturer is RAILROAD ACCESSORIES CO., Bayville, N. J.

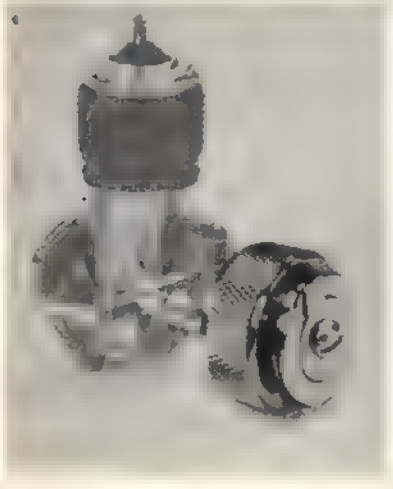
New Engine Accessory

Boat and race car modelers should welcome this corrosion protected flywheel, latest engine accessory from HERKIMER TOOL & MODEL WORKS, INC., Herkimer, N. Y., manufacturers of OK Cub miniature air craft engines. The flywheel was especially designed for operation with either the Cub 099 or .14.

Provided with an external knurl as a convenient means of starting, the flywheel also has an integral spin start groove to facilitate starting by means of a cord. It weighs 2½ ounces and measures 1¼" in diameter and 11/16" in width.

Each flywheel, along with installation instructions, is packaged in an individual carton.

Pictured is the new 985 flywheel for model boats and race cars correctly installed on a Cub 14, with recess toward engine.



Free-Flight Model Airplane

The Kiwi F-1—a free-flight model airplane which its manufacturers hope will smash three Russian flying records this summer—is now available to toy dealers in kit form.

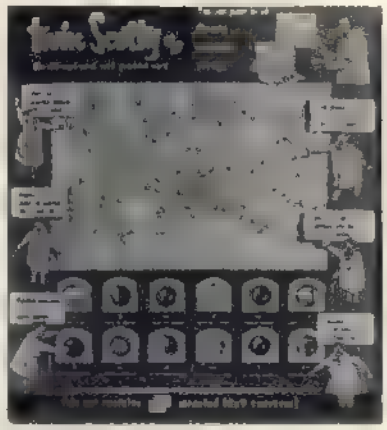
The Kiwi planes mark the entrance into the kit field of the K&B MFG. CO., Compton, Calif., longtime producers of the famous Torpedo engines.

The first of three scheduled Kiwi's has a 200-square-inch wing area and a spread of 35". The ½-A ship is designed primarily for .049 engines and retails at $2.50.

This plane, as with the ships to follow, is designed to carry more power—necessary in view of current free-flight standards. The F-2 and F-3 will embrace the same construction features, but will be larger.

Next summer, Lew Mahieu, internationally known model builder and flyer who designed the plane, will attempt to keep it in the air for more than five hours and ten minutes.

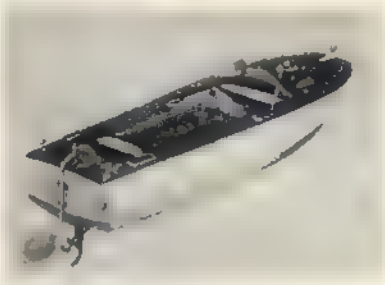
Then he'll attempt to fly it at least 221,701 non-stop miles; after that, he'll try to get the ship up to at least a 13,622 foot altitude, to break Russia's 1947 altitude record and 1951 model aviation records for distance and duration (time in the air).



Redi-mixed Oil Set

New twin Scotty Redi-mixed oil set of MASTER ARTIST MATERIALS, INC., 390 Wythe Ave., Brooklyn 11, N. Y., contains two genuine pre-sketched numbered canvases, mounted ready for framing; ready mixed oil colors; and a Flexsable brush. Special feature of the package is that it sets up into a durable practical easel. Each set offers two companion subjects, that, when framed, are ideal for home decoration purposes. Retail price is $1.79.

A standard "Rak Pak," consisting of two dozen assorted sets, a wire display rack, counter card, throw-aways, etc., is available to the dealer.



"Speedster, Jr."

Following the popularity of its Speedster boat kit, K&O MODELS, INC., 13982 Stroud St., Van Nuys, Calif., is introducing a four inch shorter version—the "Speedster, Jr." The 12" long model speedboat has a sleek, hand-carved hull that requires no additional work. All fittings are coated with nickel to insure longer life and higher gloss. The Speedster, Jr., retails for $4.95 complete with electric motor.

A ONE-TRACK MIND!

[illegible]
[illegible]
[illegible]
[illegible]
as Lionel
swings into
the season
with its
greatest
advertising
campaign... over
[illegible]
impressions!

LIONEL TRAINS

LIONEL TRAINS

[illegible]

LIONEL TRAINS

Are Nationally Advertised

OUR STOCK OF LIONEL TRAINS AND ACCESSORIES ARE COMPLETE.

WRITE OUR HAMILTON OFFICE OR CONTACT OUR SALESMAN FOR FURTHER INFORMATION AND PRICES.

NEW!

Little Chef MINIATURE ELECTRIC STOVE

ADVERTISED IN LIFE

There's a Little Chef stove for every little girl. Five different models to choose from.

Model 1000-E
Pictured above. Size 13⅜" x 12¾" x 8".

Model 800-E
6-piece utensil set. 2 elements. Size 13⅜" x 12¾" x 8".

Model 500-E
5-piece utensil set. Size 11¼" x 10⅛" x 7"

Model 400-P
Beautiful play model of gas range. Size 13⅜ x 12¾" x 8".

Model 300
Single large oven model with play gas burners. Size 11¼" x 10⅛" x 7"

MODEL 1000-E

- **18 PUSH-BUTTONS AND KNOBS THAT WORK!**
  Modern Range design for true-scale realism and play value.
- **2 LARGE OVENS, WINDOW IN BAKING OVEN!**
  For toasting sandwiches and cookies.
- **GLEAMING CHROME HANDLES AND CLOCK-CONTROL PANEL!**
  Attractive, easy to clean for lasting beauty.
- **SIX-PIECE UTENSIL SET AND COOK BOOK INCLUDED!**
  Extra sales-appeal—everything included but the food.
- **IT COOKS! IT BAKES! IT'S SAFE!**
  Complete Underwriters' Approval means customer confidence.

TACOMA METAL PRODUCTS CO., TACOMA, WASH.

ROOM 740
NEW YORKER HOTEL

SINGLE AND DOUBLE HOLSTER SETS

PONY BOY SINGLE HOLSTER SET

"Texan Jr.". Genuine leather. Hip fitting belt adjustable, approx. 3½" wide at widest point, white cut out with metal "Rider on Horse" concha. Holster approx. 10" long is attached to belt; white cut out on pocket trimmed with metal concha, nickel spots and white fringe. Color, Tan. Esquire Novelty Co.

NO. P628.....EACH $ 2.88

QUANTITY ORDERED _____

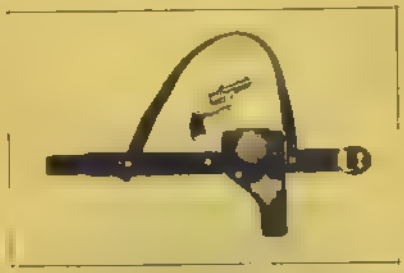
LONE RANGER SINGLE HOLSTER SET

"Cowboy Jr.". Genuine leather. Adjustable belt, approx. 3" wide, new Lone Ranger buckle in color, nickel conchas with backing and jewel in center. Holster is approx. 10½" long; nickel jewel conchas with backing, nickel "Rider on Horse" concha on leather cut out. Color, Black Esquire Novelty Co.

NO. L630.....EACH $ 3.98

QUANTITY ORDERED _____

SGT. PRESTON SINGLE HOLSTER



"Trooper". Genuine leather belt over the shoulder strap approx. 2" wide with felt backing—adjustable by snaps. Genuine leather holster 9" long, white felt backing. Sgt. Preston design on pocket and on flap of holster. Color, Cordovan Esquire Novelty Co.

NO. S200.....EACH $ 2.98

QUANTITY ORDERED _____

LONE RANGER SINGLE HOLSTER SET

"Tex" Genuine leather belt, 2" wide; 3-piece, embossed sides with smooth center; Lone Ranger screen design. Genuine leather holster, approx. 10" long, back is embossed; smooth pocked with Lone Ranger screen design. Color is black with white. Esquire Novelty Co.

NO. L618.....EACH $ 1.98

QUANTITY ORDERED _____

DOUBLE HOLSTER SET

"Cowboy Jr.". Genuine top grain cowhide; tooled embossed with black inlay. Belt is approx. 3" wide decorated with bullets, jewels. "adjustable" belt with 5/8" top grain cowhide belt with buckle and loop. Belt can be adjusted to fit all sizes. Western buckle and loop. Holster is 10½" long; decorated with genuine top grain cowhide belt 5/8" wide with buckle and loop and jewels. Esquire Novelty Co.

NO. P2880.....EACH $ 7.98

QUANTITY ORDERED _____

PONY BOY DOUBLE HOLSTER SET

"Cowboy Jr.". Neolite. Belt is approx. 3" wide, highly decorated with Neolite cut-outs backed with silver, trimmed with large and small spots, jewels and large horsehead concha. Holster is approx. 11" long, felt backing, highly decorated with Neolite cut-outs, jewels, spots and horsehead conchas. Esquire Novelty Co.

NO. P2695.....EACH $ 5.98

QUANTITY ORDERED _____

PONY BOY DOUBLE HOLSTER SET

"Texan Jr.". Genuine leather. Natural tan adjustable belt, tool embossed with black inlay; 2 blocks, 1 with Pony Boy name in gold, the other blank to personalize, strip of 23 kt. golden magic foil in cellophane envelope. Holster in natural tan tool embossed with black inlay; approx. 10¼" long, natural tan leather back and trim. Esquire Novelty Co.

NO. P2629.....EACH $ 9.98

QUANTITY ORDERED _____

PONY BOY DOUBLE HOLSTER SET

"Cowboy Jr.". Neolite. Form fitting belt approx 1¾" at widest point. Highly decorated with white leather scalloped trimming, metal "Rider on Horse" concha and jewels; approx 5/8" wide Neolite belt with buckle and loop which can be adjusted. large nickel buckle with western motif. Holster is approx. 11" long with white felt backing. Neolite pocket with white leather fringing decorated with white leather scalloped trimming. Large and small nickel spots and jewels; metal "Rider on Horse" concha. Esquire Novelty Co

NO. P2680.....EACH $ 9.98

QUANTITY ORDERED _____

PONY BOY DOUBLE HOLSTER SET

"Large Cowboy". Top grain cowhide leather. Form fitting belt approx. 3" wide, adjustable; decorated with jewels and spots 5/8" wide cowhide belt which can be adjusted, metal Western engraved buckle and loop. Holster is approx. 10½" long, decorated with jewels and spots, envelope holster which snaps on to back, decorated with 5/8" cowhide belt, engraved buckle and loop, decorated with jewels, spots and conchas on background. Esquire Novelty Co.

NO. P2695.....EACH $12.98

QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

HOLSTER SETS — JR. FEDERAL AGENT SETS — EDUCATIONAL TOYS

PONY BOY DOUBLE HOLSTER SET

B & R

"Tex". Genuine leather. Embossed belt, approx. 2¼" wide, new type adjustable—will fit all sizes, nickel conchas backed with white cut outs; new metal square buckle with colored Pony Boy label. Holster is approx. 9" long; back is deeply embossed; pocket has smooth finish white screen designs trimmed with nickel conchas. Color, Black. Esquire Novelty Co.

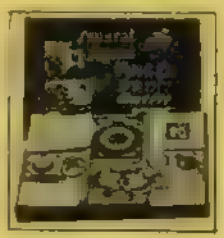
NO. P2426.....EACH $ 3.96
QUANTITY ORDERED _____

PONY BOY DOUBLE HOLSTER SET

"Cowboy Jr". Genuine leather. Adjustable belt approx. 3" wide, new Pony Boy buckle in color; nickel conchas with backing and jewel in center. Holster is approx. 10½" long, nickel jewel conchas with backing; nickel "Rider on Horse" concha on leather cut out. Color, Tan. Esquire Novelty.

NO. P2636.....EACH $ 5.98
QUANTITY ORDERED _____

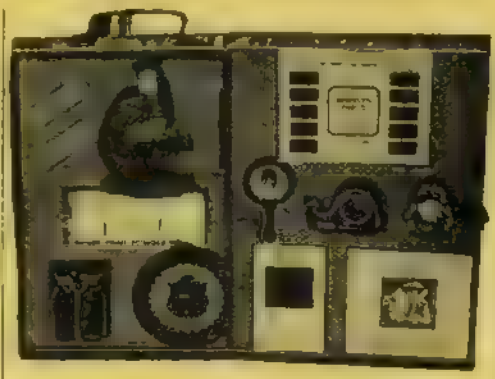
JR. FEDERAL AGENT FINGERPRINT OUTFIT



Contents: Pair of metal handcuffs; secret code chart system, supply of fingerprint inkin metal container; printed record sheets; plastic whistle; plastic magnifying glass; embossed metal badge, wood shower; identification card; booklet of instructions. 1 set to box. 2 dz. to ctn., 25 lbs. Transogram Co., Inc.

NO. 3757.....EACH $ 0.98
QUANTITY ORDERED _____

JR. FEDERAL AGENT CRIME DETECTION LAB.



Contents: Vinyl plastic bag of white fingerprint detecting powder; roll of fingerprint transfer tape on a dispenser; plastic action microscope with 10 power lens, 2 plastic microscope slides; metal tweezer; plastic magnifying glass, secret code chart and decoder; official Federal Agent badge, pad of fingerprint and photo record charts; pad of undecided fingerprint records, 2 bottles for unknown specimens; complete set of instructions. Entire contents pkg. in reinforced carrying kit with brass plated metal handle and metal snap lock. 1 dz. to ctn., 14 lbs. Transogram Co., Inc.

NO. 3750.....EACH $ 1.98
QUANTITY ORDERED _____

ADDING MACHINE

Heavy gauge metal brightly litho. Adds up to 9,999. 6½" W.; 9" D. 1 to box, 12 to ctn., 20 lbs. Wolverine Supply & Mfg. Co.

NO. 38.....EACH $ 2.19
QUANTITY ORDERED _____

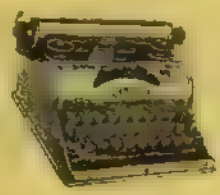
TOM THUMB CASH REGISTER

Chrome plated front, sides and trim painted in wrinkle paint; unbreakable plastic window; no sharp edges; electrically welded joints; expertly built to last, protective rubber feet; metal playmoney. 7¼" deep; 6½" wide, 7¼" high. 1 to box. 1 doz. to ctn. 46 lbs. Western Stamping Co.

NO. 348L.....EACH $ 3.98
QUANTITY ORDERED _____

NO. 248.....EACH $ 2.98
QUANTITY ORDERED _____

TOM THUMB TOY TYPEWRITER



New ribbon shift and finger tip spacer; letters same as std. keyboard; individual key operation and shift keys; ball bearing carriage, std. ½" ribbon; attractively finished, black trim. 10" deep; 10½" wide; 6" high, wt. 9 lbs. 1 to box. 6 to ctn. Western Stamping Co.

NO. 4486.....EACH $19.98
QUANTITY ORDERED _____

TURN-O-GRAM

Box size, 11¼" x 9⅝" x 1-5/8"; set up size, 11¼" x 9⅝" x 10". Educational toy, designed to teach the child colors and elementary spelling. Consists of writing board with blackboard one side, crayon surface other side. Turn-O-Gram frame is easily attached to board by means of sturdy wire brace and can be rotated causing each of 14 pictures to fall into place in turn, revealing the proper descriptive word for the picture shown. chalk, crayons and eraser are enclosed. 1 to litho. box; 1 and 2 doz. to ctn.; 24 lbs. per doz. Bar Zim Mfg. Co.

NO. 726.....EACH $ 2.10
QUANTITY ORDERED _____

ARITHMETIC QUIZ

B & R

Action is produced by pressure on lever arm at the side. 4 different arithmetic queries appear on the "blackboard" simultaneously. Combination of questions are always varied. Brightly litho. 7" L., 6½" W.; 4" H. 1 to box. 12 to ctn., 18 lbs. Wolverine Supply & Mfg. Co.

NO. 38.....EACH $ 1.79
QUANTITY ORDERED _____

COCKTAIL SMOKER — All metal smoking stand in smart cocktail table top. Walnut grain finish with ivory and chrome trim. Plated ash receiver. Ht. 23 in. Packed 6—N.B.

4433BK225—6 or more
N.B. .....Retail $3.75

CLUB SMOKER—All metal Clover tube and weighted chrome finished base. Gray enameled trim. Height 20½ in. Weight 4¼ lbs

4490B245
4490BK235—6 or more
Retail $3.90

SMOKE MASTER—All mahogany finish with ivory and chrome trim. Ht. 23 in Base 8 in Individually wrapped. Packed 6—N B.

4431B165...Retail $2.75

PEDESTAL SMOKER - Height 24 in. Nickel plated. Twirler trap top. Furnished in mahogany and black baked finish. Packed 6 K.D. No less sold.

4436BK125—6 or more
Retail $2.05

COCKTAIL SMOKER — All metal with weighted chrome finish base and gray enameled trim. Height 20½ in. Round tray 14 in. d.a. Clover tube Weight 7½ lbs

4458B360
4458BK350—3 or more
Retail $5.80

CHROME COCKTAIL SMOKER - Hand made, custom built. Has large 15" Cocktail tray with ample space for glasses or smoker's accessories 8" removable ash receptacle. Beautiful chrome finish. Packed one to a carton

4417B975
Retail .. .$13.95

Similar to above, except in beautiful Zephyr Bronze finish Packed one to a carton.

4420B695
Retail $11.50

CHROME PLATED SMOKER A beautifully fashioned hand spun chrome plated smoker with removable 8" glass ash-tray. Handsomely designed heavily weighted base. Individually cartoned.

4424B675
Retail $11.50

BRONZE SMOKER - Hand spun heavy gauge steel base with cast iron loader and white metal cast columns and arms. Genuine, guaranteed Zephyr Bronze finish

4428B550 Rtl. $9.50

BRONZE SMOKER —Custom built, hand made. Heavy gauge steel base. Cast iron loader with white metal cast column and arms. 8" removable glass ash receptacle. In beautiful genuine guaranteed Zephyr Bronze finish Packed one to a carton

4423B450
Retail ...$7.50

Safety Step Stool

Full size comfortable seat. Enameled steel frame. Rubber seat and step inserts. Rounded corners. Non-skid rubber feet. Red or white colors. Wt. 11 lbs.

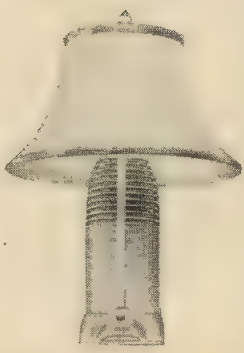
45178425
45178K415—6 or more
Retail $6.50

LUMITONE LAMP RADIO

A Lamp and Radio in One Unit

A beautifully styled lamp and a dependable radio in one unit. Radio, with handsome cream-colored dial, is housed in base of lamp. Lamp comes complete with 50-100-150 watt 3-way switch and opal plastic reflector bowl which provides abundant glareless light. Handsomely tailored celanese rayon taffeta shade has self-fold and trim with shimmering gold piping. Radio features a 5-tube superhet circuit plus built-in aerial. Powerful speaker Band coverage 535 to 1720 kc. AC or DC. Height: 21⅝", diameter, 16"

5144B1577.....Retail $41.50



LUND SKI EQUIPMENT and TOBOGGANS

Lund winter sports equipment is one of the most popular lines in the country. For almost a quarter of a century Lund products have been recognized for their fine appearance, superior quality and dependable performance. The numbers listed here are among the best sellers in their line

(A)

(B) (C)

(A) TOPFLIGHT FOUR PIECE LAMINATED SKIS—Made of select hickory. Each ski consists of a top layer, a sole, a special insert at the tip and another at the heel. Four piece laminated construction gives great strength and reinforcement tends to prevent splitting. Will retain their bend and camber. Walnut finish with natural sides. Basewaxed bottoms with tempered steel edges attached.

64000B1800—6½ ft.
64001B1800—6 ft. 9 in
64002B1800—6 ft. 7 in
Retail $30.00

(B) JUNIOR MAPLE SKIS—Made of the best quality hard maple. Practical and popular unit for the youngsters. French type skis. Walnut finish. Red foot plates. Complete with Youths strap binding (described below).

64003B600—5 ft. **Retail $10.00**
64004B660—5½ ft **Retail $11.00**

(C) PINE SKIS—Made of select materials. Attractive walnut finish. Slotted for straps. Comes with leather mortise straps with buckles. Length 6 ft.

64006B420 **Retail $7.00**

(D) SUPERIOR SKI POLES Tonkin Cane shafts. Duraloid covered. Leather wrist strap

64013A210—Length 48 in.
64012A210—Length 45 in. **Retail pr. $3.50**

(E) ELITE SKI POLES—Aluminum shaft. Sleeve-type leather grip.

64014A360—Length 48 in.
64015A360—Length 51 in. **Retail pr. $6.00**

(F) PRESTO SKI POLES—The best and most convenient of ski poles. Telescoping steel shaft can be adjusted from 34" to 55" length and locked in place with a simple half turn. Special shaped leather hand grip. Leather wrist strap.

64016A810 **Retail pr. $13.50**

(G) YOUTH'S STRAP BINDING— Toe irons adjustable to children's boots. Single front spring attached to forward closing Front Throw. Leather straps. Rubber foot plates.

64017A160 **Retail per pair $2.50**

(H) TRAILMASTER CABLE SKI BINDING—Sturdy, easily adjustable. Cable with ladder-type, adjustable front throw and heel springs. Trailmaster toe irons with toe straps. Metal heel plates. One set double-lug low hitches.

64018A390 **Retail $6.50**

(J) SKI WAX PACK—A wax pack that consists of four different types of waxes that will meet the skier's every need for various snow conditions. Also complete with cork and scraper in cloth case.

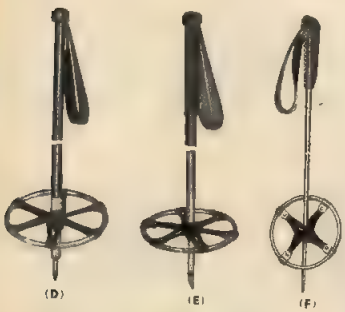
64007B120 **Retail $2.00**

(K) RACER TOBOGGAN -Made from carefully selected, straight grained hardwood Slat construction. Well built and very sturdy yet graceful and swift in action. Heavy leather loops hold the half inch cotton rope rail. Shipping weight approx. 23 lbs

64008B1350—Length 6 ft. **Retail $22.50**
64009B1560—Length 7 ft. **Retail $26.50**

(L) TOBOGGAN CUSHIONS—Colorful long wearing plastic top cover. Under side of heavy water repellent duck. Cushion is closely tufted with metal grommets. Bound edges. Strong tapes securely fastened.

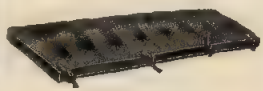
64010A420—Length 4½ ft. (for 6 ft. toboggans) **Retail $7.00**
64011A510—Length 5½ ft. (for 7 ft. toboggans) **Retail $8.50**


(D) (E) (F)

(G)

(H)

(J)


(L)

(K)

LUPOR MECHANICAL TOYS

Featuring our new Low Priced Mechanical Toys at

Popular Prices

#500 Racer. With friction-driven motor and fascinating spark shower in canopy.

#300—Made in 3 styles—Police, Fire Chief, and Ambulance. Emits shower of sparks startlingly reflected through red plastic cover in rear of car. Equipped with siren. Friction motor.

Ask about our latest

#300X LINE

consisting of Police, Fire Chief and Ambulance with siren friction motor

Write for New Prices and Catalog

LUPOR METAL PRODUCTS, Inc. 1178 East 180th St. Bronx 60, N. Y.

FLYING SAUCERS

EXCITING ACTION TOY!

NEW!

The Flying Saucer soars high and far, and so will your sales if you include it in your line. No strings to wind and the vinylite saucer is completely harmless. Beautifully boxed and popularly priced. Write for details.

Exclusive Distributor

GEO. BORGFELDT CORPORATION

44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street, Los Angeles, Calif.

PULP EASTER RABBITS

More Colorful Than Ever

The Leading Line of Its Kind Made in America

JUMP ROPE

with or without JINGLE BELLS

10-15-19-25 and 50-cent numbers for SPRING

Also a Line of Easter Grass

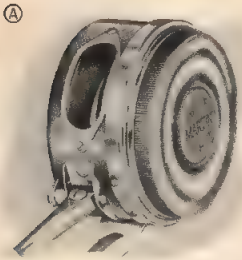
Write for Illustrated Circulars and Prices

GEO. BORGFELDT CORPORATION

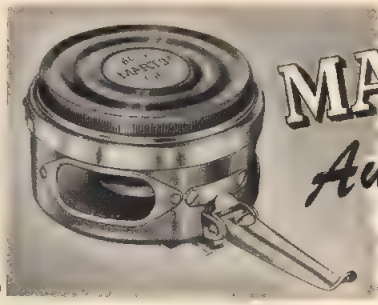
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street, Los Angeles, Calif.

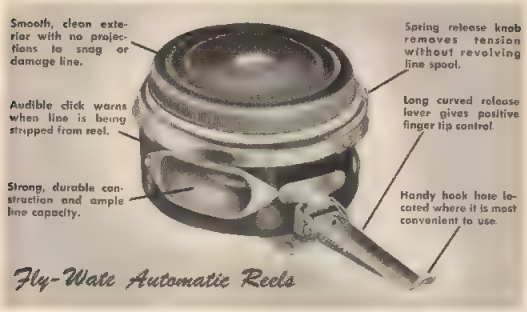
MARTIN Automatic Reels

Ⓐ



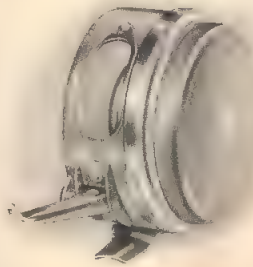
Ⓑ





Fly-Wate Automatic Reels

Ⓒ



Ⓓ

(A) BLUE CHIP UPRIGHT

The finest automatic reel ever made, the Martin "Blue Chip" is carefully built with the finest materials and workmanship available Mechanically it is the equivalent of a precision watch. The inside and all working parts are hand polished to extreme accuracy. The exterior is handsomely finished in bronze trimmed with satin chrome. Has non-slip, silent wind; easy, no-tool take-down: and adjustable release lever—plus all the features shown in the illustration above. Each reel complete with extra spool, spool case and leather reel bag. Wt., 7.83 ozs. Line capacity is 80 yards of "G" level line.
32R4134-1500 .....Retail **$25.00**

(B) BLUE CHIP HORIZONTAL

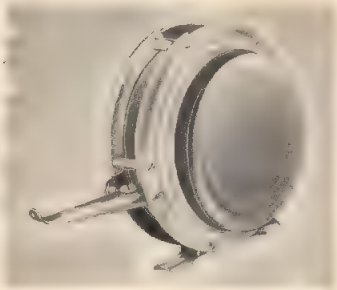
Has all the long lasting, precision features of the "Blue Chip" reel described above in a horizontal model Weight is 7.68 ounces.
32R4133-1500.....Retail **$25.00**

(C) FLY-WATE HORIZONTAL

Martin's "Fly-Wate" reels, largely made of aluminum alloy, are light enough for the lightest rod and yet sturdy enough for rugged work. They feature an adjustable release lever, easy take-down and a silent non-slip wind, plus features illustrated above. Finished in forest green anodized or natural aluminum with bright metal trim. In a horizontal position for efficiency Wt. 7.68 ozs. "G" line capacity 80 yards
32R4131-630.....Retail **$10.50**
Same reel as the "Fly-Wate" Horizontal described above but slightly

(D) FLY-WATE UPRIGHT

Ideal for light tackle outfit. Martin Fly-Wate reels, made largely of aluminum alloy, are light yet sturdy. Features include full free-stripping, silent winding mechanism which won't slip Has easy take-down—no tools necessary. Release lever can be adjusted to any angle from any rod. Has green anodized finish with bright metal trim. Weight is 7 83 ounces. Capacity 80 yards "G" level line
32R4132-630 .....Retail **$10.50**
Same reel as "Fly-Wate" upright described above, but smaller—capacity 50 yds. "G" level line. Wt. 7.75 ozs
32R4137-597.....Retail **$9.95**



Ⓔ

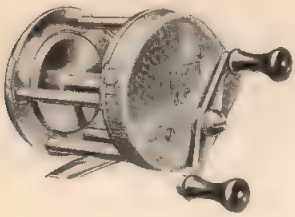
(E) STANDARD UPRIGHT

Always a consistent performer, Martin Standard is the strongest, simplest automatic reel made. Open spool type makes it unnecessary to remove line for drying. Equipped with adjustable release lever, audible click warns when line is being stripped from reel. Full free-stripping. Even when fully wound line may be paid out without injuring mechanism. Maroon anodized finish with bright metal trim. Weight 8.37 ozs. Capacity is 80 yards "G" line
32R4135-570..... .Retail **$9.50**

Ⓕ

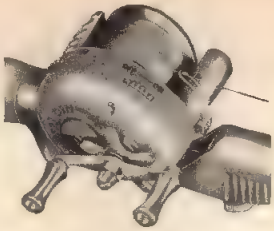
(F) MARTIN "REEL-TUFF"

When economy and operation count, choose the Martin "Reel-Tuff." Similar in appearance to the Martin "Fly-Wate" Horizontal. reel has friction brake and can be taken down without aid of tools Is not a free stripping reel. Finished in natural aluminum, reel weighs 7 75 ounces



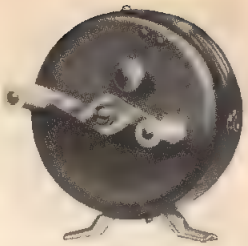
BRISTOL "60" ELECTROMATIC REEL

Another Bristol first—the exclusive electromatic reel. New in principle and design—a copper disc at the end of a spool revolving opposite Alnico magnets at variable distances acts as an electric brake This electromatic reel features end plates of aluminum alloy die castings that are finished in hammer-tone grey enamel All parts are corrosion resistant. Chrome plated rubbing guard protects finish. Cap. 100 yards of 18-lb. test line. Weight 7 ozs.
32R4153-1320 ....Retail $22.00



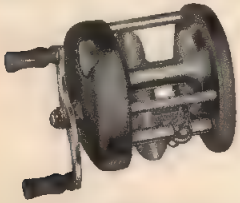
NEO CASTER REEL

Entirely new reel designed by thousands of fishermen! Incorporates all the advantages fishermen have been asking for. In casting nothing but the spool moves—has two nylon bushings running on a polished stainless steel shaft. The star drag makes fishing as exciting as casting with every light line. Has removable spool, backlash control and nylon gears Easy take-apart—no tools needed. Weighs 7 ounces and holds 200 yards 12½ lbs. nylon line
32R4149-1050 ..... Retail $17.50



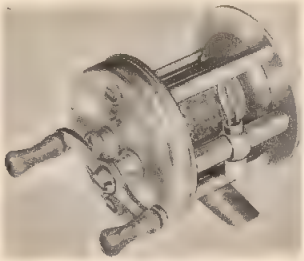
NO-LASH FREE-CAST REEL

Guaranteed not to backlash! With no level-wind or gears to wear out—no parts to rust. It's the reel that can't backlash It can be used right or left handed by turning it on the rod. A flip of the wrist will send your lure zooming to its destination. Marvelously lightweight, this no-lash reel weighs only 4 ounces. Capacity is 50 yds of 20-lb. test line, 100 yards of 9-lb. test line. You can't miss when you use a superior reel like this one!
32R4110-477..... . Retail $7.95



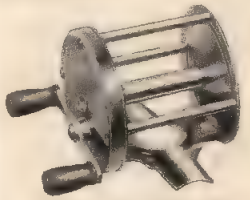
CYCLOID "STRIKECASTER" REEL

The Cycloid "strikecaster" reel is a rugged lightweight reel of bulkhead construction with a brake to control the backlash—has proper brake action at every point of cast. Here's a reel of superior design and construction, planned to please the novice and experienced fisherman alike. This "Strikecaster" has an anodized aluminum spool and helical cut gears Has 100 yard capacity.
32R4009-747 ..CLOSEOUT.. Retail $14.95



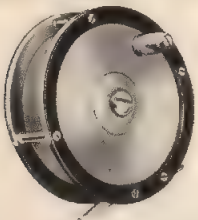
MARTIN BAIT CASTING REEL

Gives you perfect casts every time. Matched spiral bronze "Hunting Tooth Gears", corrosion resistant parts, Fly-Wate spool to eliminate backlash. Quick take-down without tools. Features Oilite self-lubricating spindle bearings and end plates and handles that are polished and anodized. Will hold 100 yards of 15-lb test line—with cork arbor. 50 yds. of 15-lbs. test line
32R4136-690 .....Retail $11.50



BRONSON "4000" ARROW REEL

Perfect for the person just learning to cast. Minimum of parts to wear out—will last several seasons. Sturdy and dependable reel for still fishing, light trolling or drifting. Nickel-plated reel for corrosion resistance Designed with off-and-on click. Line capacity 80 yards. Double multiplying type reel. Complete weight of reel is 4 ounces
32R4090-66 . . Retail $1.10

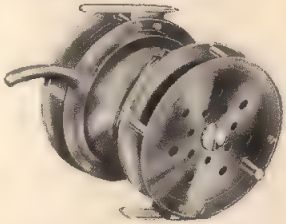


BRISTOL "66" SINGLE ACTION FLY REEL

An outstanding reel at a reasonable price for the amazing extra features. This gem of a reel has externally controlled "on and off" three-pointed click. With removable bronze friction washer under the spool for additional drag. Easy reversal of line guard for left-handed fishermen. Chrome line guard and pillars—bright maroon finish, make this a reel of unusual beauty. Another Bristol winner in the famed Bristol line of proved best sellers. You can't go wrong when you consider Bristol's experience in designing to fishing equipment. This one has a capacity of 30 yards of "D" level fly line with backing of 100 yards of

BRISTOL "65RG" ALUMINUM FLY REEL

Precision built, beautifully balanced fly reel of superior design and workmanship. Finished in gun metal enamel and equipped with chrome plated ring line guard. Has perforated spool for quick line drying. Reel is 3⅛" in diameter and ⅞" between end plates. Line capacity of 30 yards of "E" level fly line with backing of 100 yards of 12-lb. test nylon casting line



FLY-CHAMP REEL

This is the reel that embodies the convenience of an automatic plus the best features of a single action fly reel Trigger action take-up is controlled by the little finger of the casting hand, for a positive take-up that allows fisherman complete control at all times Adjustable tension drag remains constant for length of line. Aluminum and stainless steel construction A coin, used to remove a single screw, permits complete dis-assembly of the Fly Champ for cleaning or changing spools Weighs 5½ ounces. Economically priced and guaranteed.
32R4176-537.....Retail $8.95

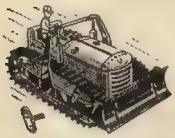
MARX MECHANICAL TOYS...

TWO IN ONE CONVERTIBLE SEDAN—With a flick of the finger, the body of the sedan rolls over and becomes a convertible. Chassis of plastic, body of steel, style of 1949 models. Long running, spiral spring motor. Rubber tires. Each in box. Length, 8"; width, 2¾"; height, 2⅛".

7598A400—Doz... Rtl. $.59

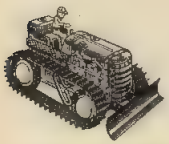
SPARKLING TANK — Sure-grip rubber treads. Powerful motor to climb steep grades and over obstacles. Guns in turrets shoot harmless sparks. Makes rat-tat-tat machine-gun noise. Length, 9½"; width, 5½"; height, 5¼". Each in box

7593A200.....Retail $3.00



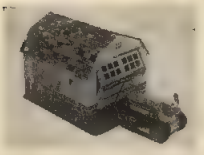
TRACTOR & BULLDOZER—Equipped with rubber tractor treads and long-running clock-spring motor. Has brake and man in driver's seat. Manually operated hydraulic action lift raises or lowers scraper. Each in box. Size, 10½x6½x6".

77140A275
77140AK267—6 or more } **Retail $4.00**



DIESEL CLIMBING TRACTOR—Caterpillar diesel tractor with detachable road scraper. Made of steel in authentic lithographed design. Wide rubber tires. Clock-spring motor with brake. Hook at rear. Boxed. Size 10¾x4½x6¼".

77139A175
77139AK167—12 or more } **Retail $2.50**



MAGIC BARN WITH TRACTOR—Barn colorfully lithographed on metal. Friction tractor touches barn door, which automatically opens, letting tractor enter. Barn size, 10 x 8 x 7⅝". Boxed

77026A200 .....Retail $3.00

SPARKLING FRICTION TANK Sturdy, khaki color plastic. Military insignia. Harmless sparks. Powered by friction motor. Concealed wheels. Size, 4½ x 2 x 2⅝".

77025A540—Doz. Retail $.69

SPARKLING "HOT ROD" CAR Measures 2⅝" wide, 2¼" high and 5⅝" long. Sturdy plastic construction. A modern version of present day "Hot Rod" car. Enhanced in appropriate decora-tive and embossing. With light pressure and a push, car propels along at fast rate of speed, as harmless sparks light up motor block. Bottom reinforced with steel enclosure over motor. Individually boxed

77071A540—Doz. Retail $.69

TRICKY MOTORCYCLE—Police motorcycle has traffic cop in seat. Will not fall off edge of any flat surface—turns back in another direction. Extended rear axle permits many tricks. Length, 4½"; height, 3¼"; width, 1½".

7590A400—Doz.. Rtl. $.50

WILLYS JEEP WITH TRAILER—Replica of military style Jeep. Heavy gauge steel with movable windshield. Hood raises. Spare tire and metal litho'd wheels. Complete with 2-wheel, utility-type, heavy gauge steel trailer. Measures 11 x 5½ x 5¾".

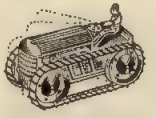
77017A170 .....Retail $2.50

UNITED PARCEL DELIVERY TRUCK—An exact scale model of a "United Parcel" delivery truck. Has a cab-over-engine with 2 doors in rear of body. Sturdy, detailed plastic construction with rubber tires. Shiny finish on radiator, bumper and dummy headlights. Authentic insignia and "United Parcel Service" on each side of body. Measures 10" long, 4" wide, 5" high. Individually boxed.

77052A100 . . . . Retail $1.50

SIX WHEEL REVERSIBLE FARM TRACTOR TRUCK Equipped with sure grip rubber treads and long running clock spring motor that enables it to climb steep inclines. Brake for stopping and reversing lever for forward or reverse operation. Measures 13½" x 4½" x 6¾" to top of driver. Large stake body 7¼" x 4½". Steel construction, colorfully lithographed. Driver in seat. Link chain in back. Key attached.

77067A275
77067AK265—6 or more } **Retail $4.00**

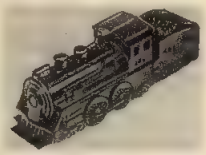


CLIMBING TRACTOR—Sure-grip rubber treads, driver in seat, hook at rear bracket. Heavy duty clockspring motor furnishes power to climb steep grades, over obstacles and pull heavy loads. Length, 8¼"; width, 5½"; height, 5¼". Each in box.

7592A133 .....Retail $2.00

FRICTION SPARKLING JET FIGHTER PLANE — Sturdy detailed plastic construction. Powered by friction motor. Rubber tires. Harmless sparks realistically emitted through transparent exhaust in tail of plane. Measures 12⅞6" long, 8" wide, 3⅛6" high.

77074A100 . Retail $1.50



FRICTION SPARKLING LOCOMOTIVE - Sturdy plastic construction. Equipped with friction motor. Slight pressure on the locomotive propels it along quickly emitting harmless sparks from smoke stack. Well proportioned and detailed. Measures 10⅛" long, 3¼" wide, 4⅛" high.

77073A100 . . Retail $1.50

PULL BACK JET PLANE—Fuselage measures 6¼" long, wingspread 4⅛" long, 1⅜" high. Well proportioned, well detailed and made of durable plastic construction in assorted bright colors. Just pull back tail piece, release, and plane runs along on its landing wheels for a considerable distance. Packed 2 doz.—N B.

77070A400—Doz... Retail $.49

CLIMBING TRACTOR—Diesel type climbing Caterpillar with rubber treads. Sturdy, bright plastic and lithographed steel construction. Powered by long-running clock spring motor. Equipped with brake. Driver in seat. Key attached. Boxed.

77128A66.....Retail $1.00

SKYROCKET YOUR SALES WITH A STAR!

JOIN THE PARADE OF MANUFACTURERS
promoting products through powerful merchandising impact

Created by merchandise identified

with *Mary Hartline*

The Darling of TV's "Super Circus"

Manufacturers who want increased sales will find that tying their product in with Mary Hartline sponsorship will build increased volume.

Mary Hartline's pre-sold audience of over 15,000,000 devoted TV fans who watch her 52 weeks a year means that your products have immediate recognition and name.

Here's the Success Story as reported by well-known stores where Mary Hartline merchandise was promoted in 1952.

LIT BROTHERS, Philadelphia
"Sellout—10,000 Jammed Store"

MAY CO., Baltimore
"Tremendous Success—Come Back Soon"

THE DAYTON CO., Minneapolis
"Completely Sold Out"

ELDER & JOHNSON CO., Dayton
"Sales Increased 450%"

HUDSON, Detroit
"Big Success"

HECHT CO., Washington
"Jammed All Three Stores"

RICH'S, Atlanta
"Mary Captured All Dixie"

GIMBEL'S, New York
"Very Pleased Sales Increased - Continuing Sales Good"

WM. H. BLOCK, Indianapolis
"Most Successful"

F & R LAZARUS, Columbus
"Sales Increasing, Very Gratifying"

JOSEPH HORNE, Pittsburgh
"Thanks for Privilege of Presenting Mary Hartline Merchandise"

Take Advantage of this Opportunity, Now! Tie-In your Products with Mary Hartline.

WRITE FOR LICENSING ARRANGEMENTS TODAY

MARY HARTLINE ENTERPRISES

135 So. LaSalle St., Rm. 840, Chicago 3, Illinois

Courtesy of The American Weekly

This
is
interest

This
is
ENTHUSIASM!

Mattel Toys

create ENTHUSIASM

Enthusiasm is interest raised to a buying pitch!

*Music
Action
Color

this year at the
NEW YORKER HOTEL
rooms 504-505-506-507

Mattel Incorporated
5432 WEST 102 STREET, LOS ANGELES 45, CALIF

*MAC MATTEL
The Happiest Kid in Town

WOODBURY HARDWARE COMPANY

MUSICAL TOYS — XYLOPHONE — PIANOS — MUSIC BOOKS — TOPS

MUSICAL MAN ON THE FLYING TRAPEZE

B & R

Turn the crank, listen to the music ("The Daring Young Man On The Flying Trapeze") and watch him perform. Gay circus figures and words of the song litho'd on metal in 4 color art work. Rugged all metal construction. 1 to box. Full color label. Simple part to assemble. 21" overall ht. 1 doz. to std. ship. ctn. 22 lbs. Mettel, Inc.

NO. 468.....EACH $ 2.50

QUANTITY ORDERED _____

MUSIC MAKER MAN

Organ grinder moves head as he turns crank. Bell ringing monkey jumps up in surprise action. 11"

NO. 460.....EACH $ 2.60

QUANTITY ORDERED _____

HAPPY HARRY

Musical pull toy, 11¾" long, 5-5/8" wide, 5-5/8" high; legs, arms and head move up and down, plays gay tunes; multicolored. 1 to box. 8 to ctn., 13½ lbs. Nasco Plastics.

NO. 8500.....EACH $ 2.49

QUANTITY ORDERED _____

"BAA-BAA" THE TALKING LAMB

In California designed plastic. Head and tail move; hand painted features; 11½" high. 1 to box. 6 to ctn., 11 lbs. Knickerbocker Plastic Co.

NO. 399 .....EACH $ 2.98

QUANTITY ORDERED _____

MERRY-GO-ROUND

Design litho on heavy gauge metal. Operates without winding, pressure at lever in base revolves toy while musical unit plays a tune. 5 horses, also flags and airplanes. Overall ht. 12-3/8"; diam. base 11". 1 to box 3 to carton.

NO. 31A.....EACH $ 2.98

QUANTITY ORDERED _____

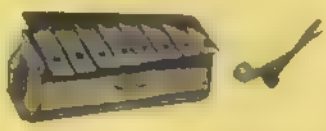
HICKORY DICKORY MUSICAL CLOCK

Plays "Hickory Dickory Dock" as crank is turned. "The Clock strikes One"—the sleeping cat's eyes open, chrome plated metal bell rings and jumps up uncovering hidden mouse. 8¾" x 7" x 3". 2 doz. to ctn. 18½ lbs. Mettel, Inc.

NO. 456.....EACH $ 2.00

QUANTITY ORDERED _____

XYLOPHONE



12¾" x 6¼" x 5½". Beautifully lithographed in metal with scientific built-in tone chamber. 8 heavy metal tone-bars mounted on felt base, absolutely true-toned. 1 rubber mallet and 1 wood mallet. 16-page music book and helpful instruction sheet. 1 to box. 1 doz. to ctn., 32 lbs Tudor Metal Products Corp.

NO. X200.....EACH $ 2.98

QUANTITY ORDERED _____

PIANOS

Music Book Included

Gold—mirror front. 25 keys (plastic) 15 whole notes and 10 half notes. 7" D.; 14" W., 8¼" H. 6 to std. pkg., 32 lbs O. Schoenhut, Inc

NO. 525.....EACH $ 6.95

QUANTITY ORDERED _____

PIANO

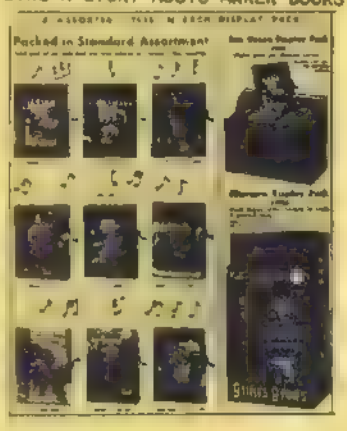
Music Sheet Included.

Blue—Mirror front. 17 keys (plastic)—10 whole notes and 7 half notes. 11" x 9⅝" x 5¼". Std pkg. 1 doz., 33 lbs. O. Schoenhut, Inc.

NO. 110/17.....EACH $ 4.29

QUANTITY ORDERED _____

SING-A-STORY MUSIC MAKER BOOKS



9 titles assorted per 1 da. display pack. 3 display packs per ship. ctn. Titles: "Farmer in the Dell", "Mary Had a Little Lamb"; "Where Oh Where Has My Little Dog Gone"; "A B C", "Clementine", "Pussy Cat"; "Birthday Party" "Hickory Dickory Dock"; "London Bridge" Mattel Inc.

EACH TITLE.....$0.88

NO. 988 ASST.....EACH $26.00

QUANTITY ORDERED _____

ALTERNATE BOOK DISPLAY PACK

Single display carton contains 36 books (9 assorted titles). Wt 14½ lbs. per ship. ctn. Mettel, Inc.

EACH TITLE . . . $0 98

NO. 4PGA ASST.....EACH $36.00

QUANTITY ORDERED _____

MUSICAL TOP

Spiral metal musical top of heavy steel, litho. in 4 brilliant colors depicting "Alice in Wonderland" design. Produces musical tone while spinning. 9" diam. 1 to box. 2 doz. to ctn., 31 lbs. Coleman & Morris.

NO. 1010.....EACH $ 1.19

QUANTITY ORDERED _____

MUSICAL TOP

Spin. metal musical top made of heavy steel and decorated in "Alice in Wonderland" design; produces musical tone while spinning; 7" diam. 1 to decorated box, 2 dz. to ctn., 18 lbs. Coleman & Morris.

NO. 197.....EACH $ 0.85
QUANTITY ORDERED _____

DRUM

Made of heavy steel and litho. in colorful designs. All with drum sticks. 13" x6". 6 to ctn. wt 9 lbs Coleman & Morris.

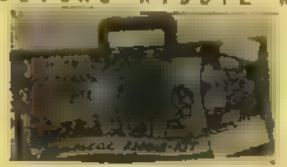
NO. 813.....EACH $ 1.19
QUANTITY ORDERED _____

DRUM

Made of heavy steel and litho. in bright designs and 2 fibre heads. 1 w/picture, brass drum stick. Size: 16" x 5". 6 to ctn., 12 lbs. Coleman & Morris

NO. 816.....EACH $ 1.28
QUANTITY ORDERED _____

MUSICAL KIDDIE KIT



Bright-colored "travel bag" contains 4 toys. Accordion, Kazoonica, Horn Harmonica and Harmonica. Magnus Harmonica Corp.

NO. 380.....EACH $ 2.98
QUANTITY ORDERED _____

HARMONICA ASSORTMENT

Assortment of 12 harmonicas on card stand. Consists of 4 Each of the following: No. 20 regular Magnus; No. 30 Indian Chief; No. 80 Super Scout. Each harmonica is boxed. Magnus Harmonica Corp.

NO 312.....EACH $ 7.44
QUANTITY ORDERED _____

MAGNUS STUDENT ACCORDION

B & R

Conforms to all standards of the modern piano accordion. Constructed in rich plastic, pyroxelin coated bellows. Full vibrant tones—key of C—more than one and one-half octaves. Range from low C to G above middle C. Amazingly simple to play. 20 treble buttons; 4 bass. Lightweight. Instruction song folio included. Magnus Harmonica Corp.

NO. 1000.....EACH $12.95
QUANTITY ORDERED _____

MAGNUS SUPER ACCORDION

Rich plastic with pyroxalin-coated bellows. Superb tone. 10 buttons, 20 reeds. Closed: 4" x 4½" x 8½", bellows open to 14" Boxed, instruct-

NO. A1020.....EACH $ 3.98
QUANTITY ORDERED _____

ELECTRIC RECORD PLAYER

B & R

6½" turntable plays up to 10" records. Body and tone arm made of durable plastic. Operates on 110-120 volts, 60 cycle AC only. U.L. approved. 6 to ctn., 30 lbs. Plastic Art Toy Corp.

NO. 776.....EACH $10.95
QUANTITY ORDERED _____

PHONOGRAPHS

ACCOUSTICAL TYPE ELECTRIC

No tubes but plays like it has. Plays kiddies and std. records including 12". Features balanced tone arm—takes weight off records for longer life. Fool-proof mechanical reproducer; kiddies cannot break diaphragm. Resonating chamber amplifies the sound. Sturdy constructed portable case, ¾" strong fibercovered with blue alligator leatherette. 13½" x 11" x 5¾" wt. 9 lbs. Plated hardware; plastichandle. 1 to box. 6 to ctn. Carron Mfg. Co.

NO. 2006.....EACH $11.95
QUANTITY ORDERED _____

AMPLIFIED PHONOGRAPH

AMPLIFIED TYPE

Features latest amplifier circuit: 1 tube - 1 Selenium Rectifier, crystal pick up, 4" Alnico speaker; volume control - full tone range. Motor is self starting, constant speed, 115 volts - 60 cycles - A.C. Sturdy constructed portable case, ¾" strong fiber covered with tan alligator leatherette. 13½" x 11" x 5¾"; wt. 10½ lbs. Plated hardware; plastic handle. 1 to box. 6 to ctn. Carron Mfg. Co

NO. 9800.....EACH $27.50
QUANTITY ORDERED _____

ROLLER CHIME

B & R

FISHER-PRICE ROLLER CHIME

Clappers on top roller strike revolving bright-finish steel xylophone bars, mounted on colorful sound pipes. Beautiful chime sounds result. Threaded handle easily assembled. Solid wood wheels, 7½" wide, 6-1/8" diam. 1 to ctn., 3½ lbs. Fisher-Price Toys, Inc.

NO. 125.....EACH $ 3.25

QUANTITY ORDERED _____

MUSICAL PUSH CHIME

B & R

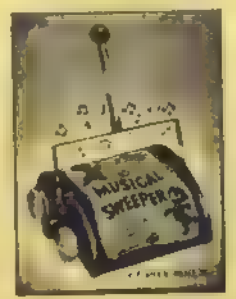
Musical sounds come from revolving metal cylinder. Litho. 4-color patterns laminated to solid wood wheels. 18½" handle. Strong nickel-plated yoke. 8½" wide, 5" diam. 1 to box. 1 doz. to ctn., 19 lbs. Fisher-Price Toys, Inc.

NO. 722.....EACH $ 1.39

QUANTITY ORDERED _____

MUSICAL SWEEPER

B & R



Actually sweeps as it plays gay musical notes. Wire bound brush, dust compartment, thick wood sides and hardwood wheels, threaded handle easily assembled. 8½" wide, 3" high, 18½" handle. 1 to box, 6 to ctn., 11 lbs. Fisher-Price Toys.

NO. 226.....EACH $ 2.19

QUANTITY ORDERED _____

SPACE BLAZER

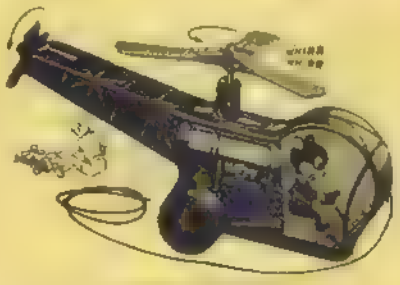
No. 750 SPACE BLAZER

Spinning saucer with plastic dome turns about green-headed "Man-From-Mars". Bell rings warning, springing radar antenna. Rocket engine sound. Full color litho. Solid wood construction, steel axles and high compression dome. 14" L.; 6¼" H., 4¾" W. 4 to box. 1 doz. to ctn., 12 lbs. Fisher-Price Toys.

NO. 750.....EACH $ 1.39

QUANTITY ORDERED _____

HAPPY HELICOPTER



No. 498 HAPPY HELICOPTER

Rotor blades go 'round accompanied by a whirring sound from concealed device. Solid wood body with full-color litho., strong steel axle, acetate rotor and rear propeller. Durable. 4½" H.; 3½" W.; 9¾" L. 1 doz. to ctn., 7 lbs. Fisher-Price.

NO. 498.....EACH $ 0.85

QUANTITY ORDERED _____

MICKEY MOUSE PUDDLE JUMPER

As the car "putt-putts" along, the rear end sways to and fro bouncing Mickey from side to side. Solid wood body and enameled wheels, strong steel axles. 6½" L.; 5" H.; 2-5/8" W. 1 doz. to ctn., 6 lbs. Fisher-Price Toys.

NO. 810.....EACH $ 0.95

QUANTITY ORDERED _____

SNOOPY SNIFFER

Durable solid wood body, rubber paws, cloth ears, strong steel axles, thick wood wheels. 16½" long, 6" wide, 5" high (plus 4" tail). 1 to box. 12 to carton, 32 lbs. Fisher Price Toys.

NO. 148.....EACH $ 2.89

QUANTITY ORDERED _____

TIMMIE TURTLE

B & R

No. 150 TIMMY TURTLE

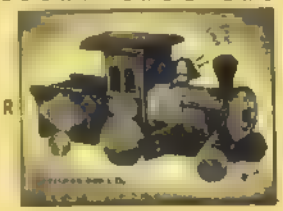
Nothing slow about this feller,—he makes friends fast. Legs swing back and forth, tail wags, as he pokes along. Gay musical notes sound from high impact shell. Sturdy wood construction, hardwood wheels and cap, vinyl visor. 9" wide, 11½" long, 6¾" high. 1 to box. 1 doz. to ctn., 21 lbs. Fisher-Price Toys, Inc.

NO. 150.....EACH $ 2.69

QUANTITY ORDERED _____

LOOKY CHUG CHUG

B & R



Newly redesigned. Nickeled bell rings "ding-ding", patented "chug-chug" sound. Piston rods move in and out of revolving cylinders. Thick, durable wood construction, strong steel axles. 12½" long, 5" wide, 6" high. 1 to box. 1 doz. to ctn., 26 lbs. Fisher-Price Toys, Inc.

NO. 220.....EACH $ 2.19

QUANTITY ORDERED _____

RACING ROWBOAT

Jolly sailor actually rows as boat is pulled, moving "fore and aft" with life-like motion. Pennant bobs to and fro on spring mast. Bright litho. laminated to top of solid wood enameled boat. Hardwood turned figure, thick acetate oars. 7¾" L.; 4¾" H., 5½" W. 4 to box. 1 doz. to ctn., 11 lbs. Fisher-Price Toys.

NO. 730.....EACH $ 1.19

QUANTITY ORDERED _____

TOY WAGON

Driver's head bobs up and down and swings around. Bell rings. Front axle pivots. Thick wood construction, strong steel axles. 7¾" high, 17½" long, [illegible]" wide. 1 to box. 12 to carton, 30 lbs. Fisher Price Toys.

NO. 181.....EACH $ 2.69

QUANTITY ORDERED _____

MUSICAL DUCK

B & R

"Flip-flop" go baby duckling's webbed-feet, as delightful sounds come from the colorful music box. Pull string turns head to and fro. Solid wood construction laminated with full-color litho., durable acetate legs and feet. 12¾" long, 4¾" wide, 6½" high. 1 to box. 1 doz. to ctn., 20 lbs. Fisher-Price Toys, Inc.

NO. 795.....EACH $ 2.19

QUANTITY ORDERED _____

BUZZY BEE

Realistic "buzz-buzz" sound, whirling acetate wings and quivering spring antennae. Litho. laminated to solid wood body, strong steel axles and wood wheels. 6" long, 6" wide, 3½" high—plus 2" antennae. 1 doz. to ship. ctn., 6 lbs. Fisher-Price Toys, Inc.

NO. 326.....EACH $ 0.85

QUANTITY ORDERED _____

MERRY MUTT

Realistic colors, solid wood wheels and base, nickeled keys, heavy steel axles and forms. 8" high, 7½" long, 4" wide. 6 to box. 24 to carton, 22 lbs. Fisher Price Toys

NO. 473.....EACH $ 0.85

QUANTITY ORDERED _____

LEO THE DRUMMER

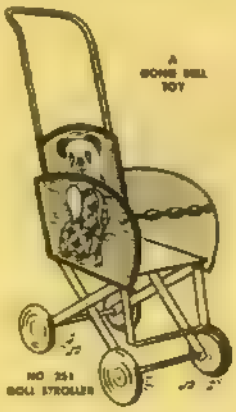
Brilliantly litho. wood figure, sturdily mounted on thick enameled wood base. Strongly assembled with heavy wire forms and rivets. 7½" L. 8" H., 3½" W. 6 to box. 2 doz. to ctn., 20 lbs. Fisher-Price Toys

NO. 466.....EACH $ 0.85

QUANTITY ORDERED _____

JINGLE STROLLER

B & R



Large enough to hold a big doll or stuffed animal. Has shiny, ringing gongs in all 4 wheels. Has foot rest and tubular steel handle 22" high, 8" wide. Well constructed. Knocked down—easy assembly. 1 to box. Std. ctn. 6, 24 lbs. approx. Gong Bell Mfg. Co.

NO. 251.....EACH $ 3.19

QUANTITY ORDERED _____

"POOCHY" PULL DOG

16"x6½"x6½". Legs move realistically, makes growling noise; pliable ears and tail; multi-colored. 1 to box. 1 doz. to ctn., 15½ lbs.—(Assorted colors). Nasco Plastics.

NO. 6450.....EACH $ 2.49

QUANTITY ORDERED _____

CALLIOPE CLOWN

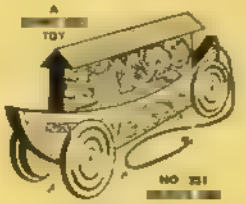
Pull toy, plays real music. Wooden wheels, silvered calliope pipes. 7" x 8" x 5". Mattel Inc.

NO. 488.....EACH $ 2.00

QUANTITY ORDERED _____

NOAH'S ARK

B & R



Action pull toy. Bobs up and down as pulled. Shiny gongs in wheels ring merrily. Realistically litho.—different animals on each side. 14" long. 1 to box. Std. ctn. 1 doz., 21 lbs. approx. Gong Bell Mfg. Co.

NO. 251.....EACH $ 1.19

QUANTITY ORDERED _____

VOICE PHONE

A
GONG BELL
TOY

B & R

Brightly enameled metal toy telephone with voice in receiver. Spring return dial. Shiny plated bells. Base 6½" x 4". Revolve dial, bells ring, invert receiver, voice sounds. 1 to box. Std. ctn. 1 doz., 17 lbs. approx. Gong Bell Mfg. Co.

NO. 6465.....EACH $ 1.59

QUANTITY ORDERED _____

TRICKY TROLLEY

Pull trolley pole down. Let go. Trolley whizzes across floor. Impact-proof plastic trolley and spring motor. 8" x 3½" x 4". 2 doz. to ctn., 13½ lbs. Mattel, Inc.

NO. 457.....EACH $ 1.00

QUANTITY ORDERED _____

CLOWN-MOBILE

Hot Rod Clown. Powerful impact-proof plastic motor requires no winding and no keys. Just pull the colorful clown back and watch car chug clackety clack across the floor. Body of sturdy plastic with real rubber wheels. 4" x 6" x 7". 2 doz. to ctn., 14 lbs. Mattel, Inc.

NO. 463.....EACH $ 1.00

QUANTITY ORDERED _____

MUSICAL BLACKBIRD PIE

B & R

Turn the crank to play music of "Sing a Song of Sixpence". As song ends—5 lifelike blackbirds fly from pie. Favorite childhood characters and the verses of the song litho'd in full color on this sturdy, all metal toy. 9" dia. x 4½" h. 1 to box. 1 doz. to std. ship. ctn., 16 lbs. Mattel, Inc.

NO. 467.....EACH $ 2.00

QUANTITY ORDERED _____

Make way for the melton mascot movie viewer

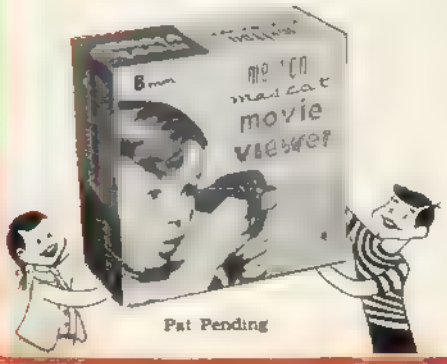
the *first* magazine loading movie viewer expressly designed for the toy trade!

RETAIL $3.95 including MAGAZINE LOAD

without projector or screen!

Complete! real movies can be seen

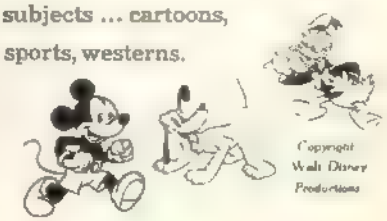
★ COLORFUL
★ DURABLE
★ PROFITABLE



Pat Pending

It's easy! Loads auto-magically! Anyone can do it! Just turn the handle—see beloved cartoons, westerns, adventure films—over and over again, needs no rewinding. Favorite for all ages. Film magazine is factory packed and sealed. Plastic—gay colors.

The Melton Movie Library now includes 20 new Walt Disney films and dozens of other favorite subjects ... cartoons, sports, westerns.



Copyright Walt Disney Productions

AT THE TOY FAIR
HOTEL NEW YORKER
Room 1251

melton industries
RENO, NEVADA

"NASCO"

popular priced

DOLLS

DOUBLES PRODUCTION FACILITIES

To meet the mounting demand for NASCO DOLLS we have actually doubled our manufacturing space for 1953, thus enabling us to better serve our customers with Vinyl, Latex and Plastic Baby Dolls and Girl Dolls.

•

See the Complete NASCO Line in

ROOM 1128 • HOTEL McALPIN

During The Toy Fair

•

NASCO DOLL, Inc.

85-89 Waterbury Street Brooklyn 6, N. Y.

HYacinth 7-1490

Make way for the melton mascot movie viewer

the *first* magazine loading movie viewer expressly designed for the toy trade!

RETAIL **$3.95** including MAGAZINE LOAD

without projector or screen!

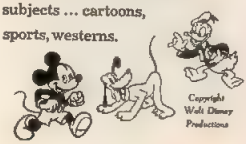
Complete! real movies can be seen

★ COLORFUL
★ DURABLE
★ PROFITABLE

Pat Pending

It's easy! Loads auto-magically! Anyone can do it! Just turn the handle—see beloved cartoons, westerns, adventure films—over and over again, needs no rewinding. Favorite for all ages. Film magazine is factory packed and sealed. Plastic—gay colors.

The Melton Movie Library now includes 20 new Walt Disney films and dozens of other favorite subjects ... cartoons, sports, westerns.



Copyright Walt Disney Productions

AT THE TOY FAIR
HOTEL NEW YORKER
Room 1251

melton industries
RENO, NEVADA

Meyer Jacoby SINCE 1919

Announces The Greatest Advance in Doll and Costume Wigs in a Generation

Sarlon (Trade Mark)

HAIR BLENDS

NYLON and SARAN

The most combable washable and natural looking hair ever created combining under our special method (Patent applied for) the most desirable features of these two best materials. Made in a variety of NYLON and SARAN blends that assure the finest wigs yet developed. Truly the ultimate in wigs for:

DOLLS of EVERY TYPE and SIZE

MINIATURES, COSTUME, and SANTA CLAUS WIGS

Doll Hospitals, Attention! SARLON WIGS are proving a tremendous sensation for replacement purposes. For bigger profits and greater customer satisfaction SARLON is a must for '53.

Meyer Jacoby SINCE 1919 CORPORATION

Established 1919

34 West 20th Street, New York 11, N. Y. CHelsea 3-8340-1

1926 — COMPOSITION!
1946 — PLASTIC!!!
1949 — VINYL!!!

AND

1953-WALKING DOLLS!!

★

SPECIALIZING SINCE 1926 IN THE MANUFACTURE OF

Dolls — Doll Parts
ANIMALS — NOVELTIES

FOR PRICES, SAMPLES, INFORMATION

Write to

FIBEROID DOLL PRODUCTS CORP.

605 East 132nd Street (CYpress 2-5548) New York 54, N. Y.

Mickey Mouse's 25th Birthday Offering Top Tie-in Opportunities

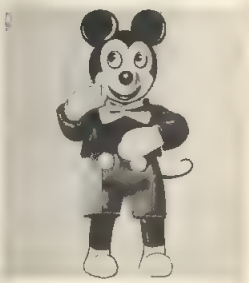
Walt Disney's MICKEY MOUSE is celebrating his 25th birthday in 1953, and there are toys galore to help in the celebration activities.

Six special MICKEY MOUSE short subjects will be released to theatres throughout the country this year, and one is called, appropriately enough, "Mickey Mouse's Birthday Party."

Present plans call for the development of a coordinated merchandising effort by manufacturers and retailers. Mickey Mouse merchandise, some of it brand new, is being highlighted at the 1953 Toy Fair. Illustrated here are a number of these items.

The Mickey Mouse Plastic Palette Paint Set retails for $1. The Transogram Company is the manufacturer of the sets.

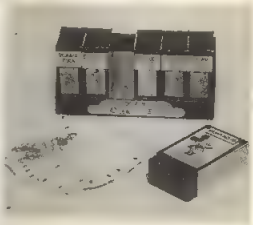
Sun Rubber's Mickey Mouse Fire Truck and Airplane is a popular pair for Mickey's Birthday Promotion. Suggested retail: 59¢ each.



Mickey and Minnie Mouse String Marionettes, made by Peter Puppet Playthings, Inc. Suggested retail price is $2.49 each.

Oak Rubber's Mickey Mouse and Donald Duck hand puppets—reportedly a sales success the country over. Suggested retail: 29¢.

Gund Manufacturing Corporation's hand puppets of Mickey and his pals all have washable faces. Suggested retail is $1 each.



The Mickey Mouse Library of Games, in color lithograph on miniature playing cards. Russell Mfg. Co. is the maker. Retail price: 79¢.

Fisher-Price's Mickey Mouse Puddle Jumper, the latest in wooden pull toys. Suggested retail price of the item is 59¢.

The Disneyland Roller Coaster, suggested for retail at $2.98. J. Chein & Company is the manufacturer of this colorful toy.

Suction cup toys featuring Mickey, or Dopey or Donald Duck, made by Plastic Playthings, Inc. Suggested retail on these is $1.

A SALES KNOCKOUT with a "Knock-off" Head

MIGHTY MOUSE*

By the makers of

AMERICA'S MOST *PREFERRED* LINE OF PLASTIC INFLATABLES

MIGHTY INDEED! 54" in height! A multicolored roly with a head that rocks with each blow. When a knockout is struck the head flies off. Easily reattached to the body. Enclosed bells in the head produce a ringing sound with every punch. May be used as two separate toys. Packed individually.

Pat. Pend.

Plastic Innovations, Inc.
185 RIVERDALE AVE. • YONKERS, N.Y.

Showroom 200 Fifth Ave. Room 1460

© Terrytoons, Inc.

Religious Dolls

PRAYER DOLLS-NUN DOLLS
LADY OF FATIMA DOLL

PATENTED

It's a mystery why our Prayer Doll's hands enact the part of prayer — the first doll ever devised to encourage the child to thoughts of prayer. Can be played with and thrown around. When child is ready for bed, the doll meets a definite need. It is a soft doll, and body is so constructed that it will easily fall into a kneeling position . . . The Nun doll is also highly popular, and the NEW "Lady of Fatima" doll is an exquisite creation. Write for details.

COLLENANE COSEY COMPANY

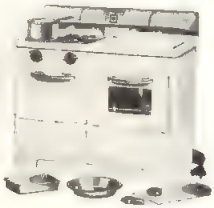
1231 S. HOMAN AVE. • CHICAGO 23, ILL.

Fruehauf's Road Star

Manufacturers of miniature automobile and truck units, popular Christmas gifts, are going the limit in making their small models realistic—down to the last detail.

Shown here is a typical example. This youngster is getting a real thrill out of his replica of a modern tractor-truck and semi-trailer. The semi-trailer is an aluminum reproduction, to exact scale, of Fruehauf's latest model "Road-Star," which features light weight construction along airplane lines as well as extreme sturdiness. This same sturdiness, according to the toy manufacturer, Miller-Ironson of California, 108-04 Wilshire Blvd., Los Angeles, will enable the model to withstand the rugged usage to which youngsters subject this type of plaything.

For REALISM That Sells!...



"Little Lady"

No. 228
$7.95
Retail

UL

Toy Electric Ranges

Here are the features that make "Little Lady" Toy Ranges so widely popular with dealers seeking steady, profitable turnover:

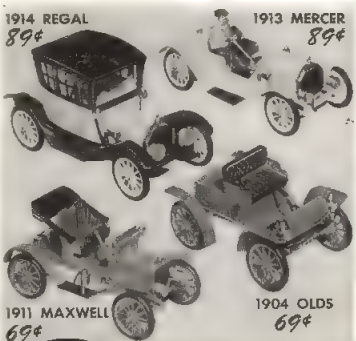
- Electrically Lighted Top Panels
- Two-Tone Enamel Finish
- Large, Clear Glass Oven Windows
- 5 Electric Models from $4.50 to $12.95
- With Child's Cookbook

Write for Catalog of "Little Lady" Toys

THE METAL WARE CORPORATION
NEW YORK — Two Rivers, Wisconsin — CHICAGO

Give Gladly

THE UNITED WAY



LIL' OLD TIMERS
Easy-Bilt
ALL-PLASTIC
QUICKIE
KITS

Realistic, romantic and so easy to build! LIL OLD TIMERS go together in minutes! Dealers . . . *display* these nostalgic LIL' OLD TIMERS kits of accurate 1/48 scale motion molded plastic parts, packaged in attractive four-color box. Collectors of all ages welcome LIL' OLD TIMERS snap-fit authentic scale models of America's pioneer cars. Tell 'em . . . and Sell 'em. They'll be back for more!

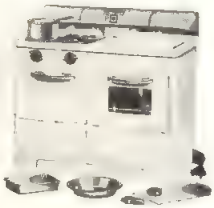
HUDSON MINIATURES **LIL' OLD TIMERS**
329-331 ADAMS AVE., SCRANTON 10, PA.

Fruehauf's Road Star

Manufacturers of miniature automobile and truck units, popular Christmas gifts, are going the limit in making their small models realistic—down to the last detail.

Shown here is a typical example. This youngster is getting a real thrill out of his replica of a modern tractor-truck and semi-trailer. The semi-trailer is an aluminum reproduction, to exact scale, of Fruehauf's latest model "Road-Star," which features light weight construction along airplane lines as well as extreme sturdiness. This same sturdiness, according to the toy manufacturer, Miller-Ironson of California, 108-04 Wilshire Blvd., Los Angeles, will enable the model to withstand the rugged usage to which youngsters subject this type of plaything.

For REALISM That Sells!...



"Little Lady"

No. 228
$7.95
Retail

UL

Toy Electric Ranges

Here are the features that make "Little Lady" Toy Ranges so widely popular with dealers seeking steady, profitable turnover:

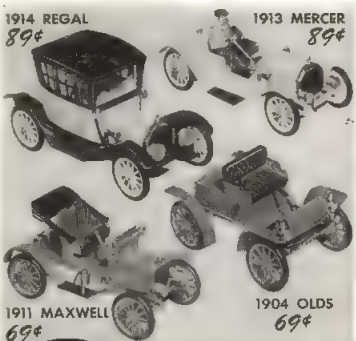
- Electrically Lighted Top Panels
- Two-Tone Enamel Finish
- Large, Clear Glass Oven Windows
- 5 Electric Models from $4.50 to $12.95
- With Child's Cookbook

Write for Catalog of "Little Lady" Toys

THE METAL WARE CORPORATION
NEW YORK — Two Rivers, Wisconsin — CHICAGO

Give Gladly

THE UNITED WAY



LIL' OLD TIMERS
Easy-Bilt
ALL-PLASTIC
QUICKIE
KITS

Realistic, romantic and so easy to build! LIL OLD TIMERS go together in minutes! Dealers . . . *display* these nostalgic LIL' OLD TIMERS kits of accurate 1/48 scale motion molded plastic parts, packaged in attractive four-color box. Collectors of all ages welcome LIL' OLD TIMERS snap-fit authentic scale models of America's pioneer cars. Tell 'em . . . and Sell 'em. They'll be back for more!

HUDSON MINIATURES **LIL' OLD TIMERS**
329-331 ADAMS AVE., SCRANTON 10, PA.

Baronet ACCORDIONS

Products of a World Famous Maker

These instruments are small size and light weight. Write us for information and prices on other models desired. All accordions shipped F.O.B. New York.

ECONOMY-PRICED 12-Bass ACCORDION

A well-built beginner's model, with 25 piano keys, 12 basses, 2 sets of treble reeds, 4 sets of bass reeds, Comes complete in flannel-lined Gladstone case. Specify choice of White Pearl, Black Pearl, Red or Mahogany Pearl.

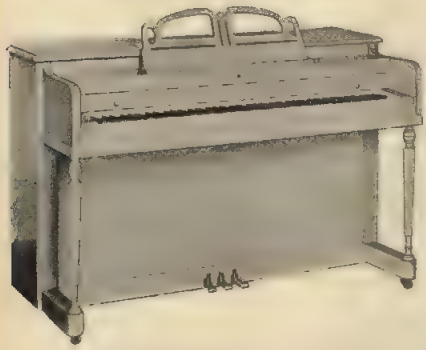
375-28D4200—Accordion in Case Retail $75.00

ACCORDION

41 treble keys, 120 basses, 2 sets of fine quality treble reeds, 4 sets of bass reeds, 1 fully automatic treble switch. A high grade Accordion at an unusually reasonable price. Complete in silk plush lined Gladstone case, covered in glazed Brown Alligator.

375-29D12600—Accordion in Case Rtl. $210.00

For Multiple Shift Accordions Write for Full Particulars!



CORONET SPINET PIANOS—Custom Built

Backed by Three Generations of Background in Piano Building

CORNET SPINET - Acoustically perfect and attractively designed to harmonize with the best in furniture design. Made by expert craftsmen backed by years of practical experience. Materials are furnished by the world's leading piano supply houses. Sound boards are treated with special sealer and filler . . . an experienced stringer goes over the back after each piano has been strung, properly spacing all strings . . . famous tuner personally chips each piano and follows with all of its tunings. Features: New organ keys without tips—disappearing cover—North Hudson woodcraft backs—Schaff copper wound bass strings—Amsco tuning pins—Pfriemer hammers—Badger precision castings—full 88 notes, 7⅓ octaves. Light in weight. Legs are attached so that piano can be easily moved without breaking dainty legs. Piano 37" high, 56" long and 23½" wide. Ship. Wt. 325 lbs. Wood samples available upon request. F.O.B. Michigan.

*** Matching Sheet Music Compartment Bench and Federal Excise Tax Included in the Following Prices**

378-1D48500—Mahogany finish	**Retail $699.00**
378-2D49550—Walnut finish	**Retail 699.50**
378-3D54550—Blonde Walnut finish . . .	**Retail 799 00**
378-4D54550—Blonde Oak or Blonde Maple finish . .	**Retail 799.00**

120-BASS ACCORDION

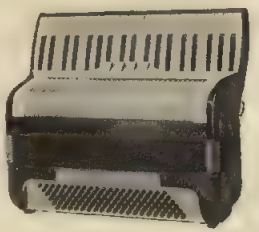
Full-size piano keys for the adult player, but lightweight and small, ladies' size. Perfectly constructed, with 41 piano keys, 120 basses, 3 sets treble reeds, 5 sets bass reeds, 1 automatic treble switch. Fine tone quality. With plush-lined Gladstone case. Specify Black, Black Pearl or White Pearl.

375-30D15400—Accordion in Case Rtl. $265.00

120-BASS FULL ACCORDION

Portable, easily handled, but complete; this model features 41 piano keys, 120 basses, 3 sets treble reeds, 5 sets bass reeds, 4 treble switches, 1 bass switch; violin, bandoneon, harmonium, tremolo and bassoon combinations are possible With plush-lined Gladstone case. Specify Black, Black Pearl or White Pearl.

375-31D18200—Accordion in Case Rtl. $300.00

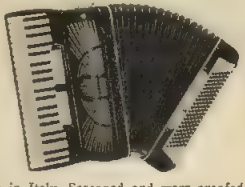


MINELLI MASTERFONIC ACCORDIONS

SYMPHONY MODEL—This model represents the ultimate in refinements, graceful styling and skillful engineering. Made by Italy's Master-Craftsmen, backed by generations of experience. Choicest materials leather-touch key action. Rich full tone with volume to spare. Large variety of tonal effects 5 ⅛—full 120 bass, 41 treble keys. Genuine hand made reeds—4 sets treble, 5 sets bass. 21 shifts—15 treble couplers and 6 bass. Tonal effects—piccolo, clarinet, oboe, violin, concertina, organ, accordion, baritone bass. Ebony black color. Weight 23½ lbs Double aluminum panels for switch slides. Highly seasoned woods, especially curaganee warpage. Deluxe luggage type, plush lined with full Apron. Genuine leather, padded, adjustable straps. A written guarantee backed by the factory included with each Accordion. F.O.B. Ohio.

377-23D45000 . . . . . **Retail $750.00**

BABY GRAND ACCORDION—An exquisite model, especially designed for the accomplished lady accordionist with special stress on light weight and compact ness Embodies the choicest Masterfonic materials and craftsmanship Varied tonal effects obtained through the multiple shifts. Size—ladies 120 bass, 41 treble keys. Reeds—4 sets treble, 5 sets bass. 12 shifts—9 treble couplers, 3 bass. Pearl white color. Weight 20 lbs. Made in Italy. Seasoned and warp-proofed reed block. Hand tuned and filed Swedish steel reeds. Luggage type case, plush lined. Deluxe leather straps. F.O.B. Ohio.



377-24D30000—ladies' size
377-25D30000—full size } . . . . . **Retail $500.00**

(*Continued from page 125*)

tisan must keep buying refills of modeling powder to continue using the toy. So, when it was time to think about putting a new type of toy on the market, Kay Stanley rejected many ideas until she found another that would do the same thing for the toy shop.

Girls Bake Own Cakes

The one she decided on was the *Cake Mix Set*, familiar by now to most buyers. These sets consist of all the kitchen utensils—in miniature, and unbreakable—needed to whip up a cake. With these, there are ready-mixed packages of cake batter, frosting, and decorations. A forty-piece set sells for $3.00. This will see the young cook through three chocolate fudge cakes, three white cakes, and three golden yellow cakes, all carefully controlled by Pillsbury, who kept in mind the juvenile digestive system and the child's limitations when it comes to following a recipe.

When her initial stock of cake mixes is used up, it stands to reason that the young miss could pilfer her mama's stock. She won't, though, Kay Stanley found, because she prefers her own supply, in its miniature boxes, mixed in just the right quantities to fit her small-size baking pans and bowls. Besides, mama's mixes sometimes require more complicated maneuvers than the simple addition of milk or water. The tot prefers to have a refill kit all her own that contains two boxes of cake mix (enough for six cakes of two different kinds), bags of varied frosting for them, and more crinkle-cups to line her cupcake pan. The kit will soon be available for $1.00.

◆

• Inflatables have been moving in good shape out of toy stores and departments. Then, too, lay-away merchandise helped to swell June and July volume. The lay-away idea ought to be stressed by all toy dealers from now on, since it is a potent factor in making sales now for Christmas gift purposes.

Put LIFE in your Christmas sales efforts
—feature true-to-LIFE Model Toys

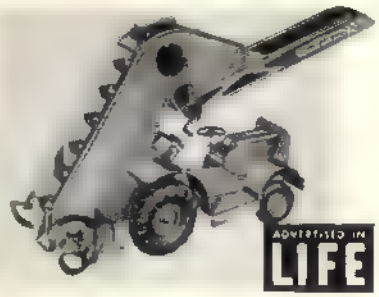
Once again this Christmas, *MODEL* Toys will play a leading role in the Toy Manufacturers' big *LIFE* PROMOTION. To get *your* share of the huge volume of Christmas toy sales that lie ahead, order *MODEL* Toys now, give *MODEL* a key spot in your window and counter displays when the big promotion hits.

HERE THEY ARE—
THE BIG THREE
IN THE BIG LIFE
PROMOTION!

MODEL BARBER-GREENE BUCKET LOADER

NEW THIS YEAR! Instructive and a lot of FUN! Powerful "spirals" force sand or gravel into piles for loading. Chain driven buckets bite into the piles shoot swiftly up to the conveyor belt which dumps the loads for other MODEL Toys. Loading unit lowers for digging, raises for road clearance

Fair Trade Price $18 95
11 Western States... $19 75



MODEL ADAMS DIESEL ROAD GRADER

A thrill for any youngster Smooths ground for building grades roads and runways Gathers sand and gravel for pick-up by other MODEL Toys Scraper blade adjusts 3 ways Steerable "knee-action" front wheels and tandem rear wheels ride smoothly over bumpy ground

Fair Trade Price..... $13 95
11 Western States....$14 75

Completely redesigned and improved

MODEL AMERICAN-LAFRANCE AERIAL LADDER

Every boy enjoys zooming to make-believe fires with this streamlined fire-fighting machine — exciting reproduction of the famous American-LaFrance Aerial Ladder! The cast aluminum extension ladder rises nearly four feet — swings in all directions. Equipment includes scaling ladders, bell and realistic searchlight

Fair Trade Price..... $19 95
11 Western States. . $20 75

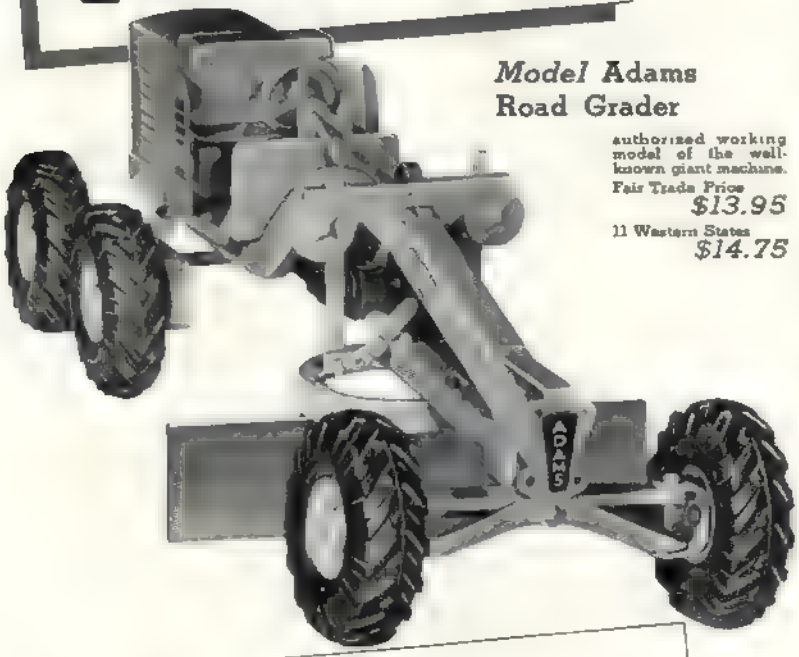
AND, BACKING UP THE BIG LIFE PROMOTION, WILL BE MODEL TOYS' OWN NATIONWIDE CONSUMER ADVERTISING CAMPAIGN, WITH HEAVY CONCENTRATION WHEN THE CHRISTMAS BUYING RUSH BEGINS—BIG, COLORFUL ADS IN SUCH MAGAZINES AS LIFE, LOOK, NEW YORKER, LIVING, SUNSET, PARENTS', AMERICAN, EBONY and POPULAR SCIENCE—PACED FOR THE SEASON TO BRING BUYERS TO YOUR STORE!

Model TOYS

THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc.
ROSSMOYNE, OHIO

ADVERTISED IN LIFE

FIRST and FINEST



Model Adams
Road Grader

authorized working model of the well-known giant machine.

Fair Trade Price
$13.95

11 Western States
$14.75

Though widely imitated since its introduction six years ago, this Model masterpiece is *still the leader in its field* the *first* and *finest* working model of a road grader!

Unequalled for *realistic design and performance*, the Model ROAD GRADER also tops the field for *quality construction and durability*. A recent survey of Model Toy owners shows that 83% of all Model ROAD GRADERS sold six years ago *are still in use* – a record of long-term customer satisfaction unparalleled in the industry!

These are the superior values you get with this toy, and with *all* Model Toys values that *build good will and volume repeat business, keep your sales and profits moving upward!*

Model Toys will be heavily advertised in our big Christmas campaign now under way—and also featured in LIFE's big toy promotion. This means even greater consumer demand, so tie-in with this powerful campaign. Feature Model Toys in your displays, and order your Christmas stock now!

Model TOYS

Constructed of heavy gauge steel. Outlast other toys 3 to 1

THE CHAS. WM. DOEPKE MFG. CO., INC., ROSSMOYNE, OHIO

. . . Radio Show

(*Continued from page* 61)

usually as happy as the cub reporter with his first by-line.

The Uncle Sid Birthday Club, an important by-product of the radio program, is among the biggest attention getters for Tower Toys. Youngsters join by writing to the station or by visiting the store to sign the Birthday Book which is always open on the check-out counter. The Tower uncles each week mail several hundred "birthday booklets" to spread some anniversary cheer. The books contain coupons which bring excited boys and girls into Tower Toys for a free gift. Then they make the rounds to the other sponsors for a free record, a sizeable discount on a birthday cake, a free theatre pass for two, and other gifts from merchants who cooperate in the Tower promotion during that particular period—a real business builder.

"TOY GOSPEL"

The radio program and birthday club have spread the "toy gospel" for Tower Toys, built a healthy respect, a cordial atmosphere, and limitless good will for the organization. All this has literally "rung the cash register" for the two uncles whose store has climbed to the top of the toy retailing ladder in a single year.

Ask Uncle Sid and Uncle Mel the "secret" of toy store success" and their sincere, succinct answer is, "Put yourself in the kid's shoes and let him have a good time in the store. He'll come back frequently and so will his gift-buying folks."

A look around Tower Toys makes their words meaningful. Youngsters are encouraged to play with anything they see in the store. When a kid plays with a toy, say the owners, it is half sold. Of course Uncle Mel and Uncle Sid are occasionally sideswiped by a trike or tractor wheeled recklessly around the store by an over-zealous three-year-old. But they don't mind—it's good business. In fact, the let the-kids-alone philosophy motivated the plans for the store's physical layout. Eight step-up islands neatly arranged with numerous toys are designed for browsing. They stand 26 inches high—right at "kid level." The counters at Tower Toys are in direct contrast to high display tables which says Uncle Sid, "are fine for adults—but, after all, it's the child who wants and uses the toy."

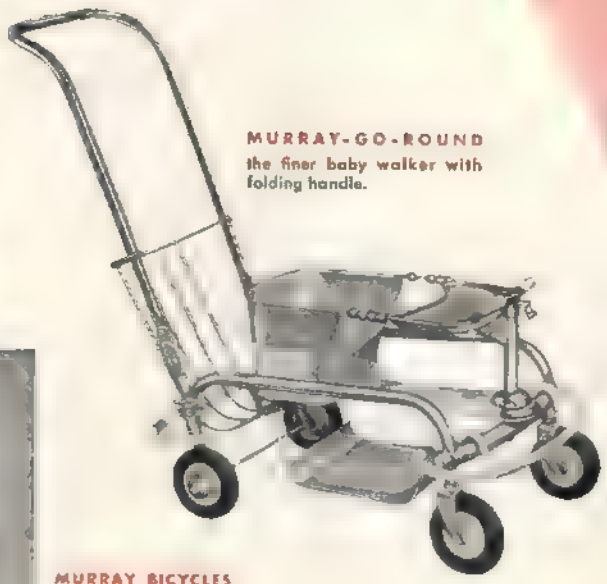
An informal departmentalized floor plan makes browsing easier and buying handier at Tower Toys. A simple system does the trick: the store is logically divided, one side for boys and the other for girls. Children frequently "cross the line," but at least they know where

Season's Greetings
Model
TOYS
THE CHAS. WM. DOEPKE MFG. CO., INC. • HOSSMOYNE, OHIO

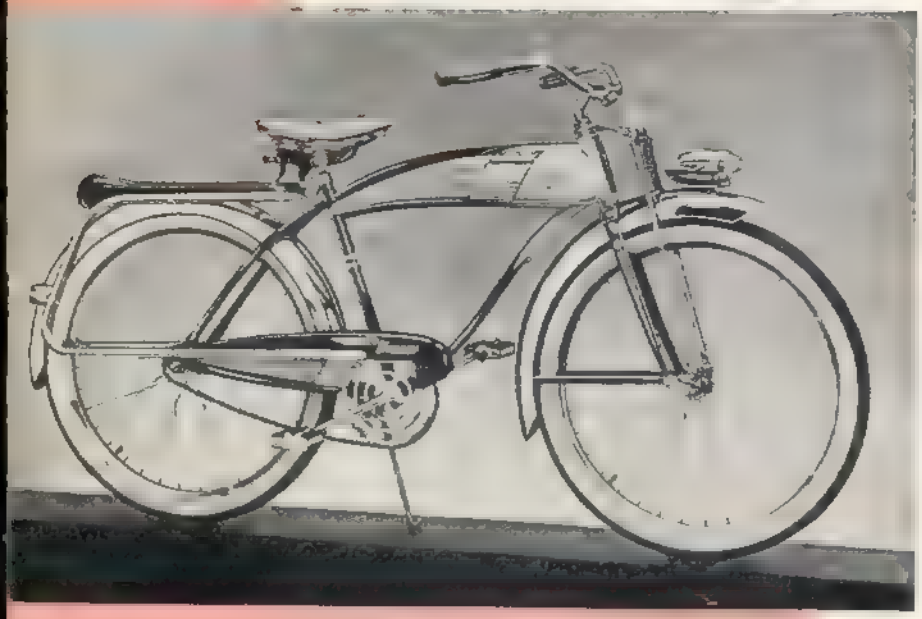
Sell More...Sell MURRAY!

...the most complete line of "wheels"

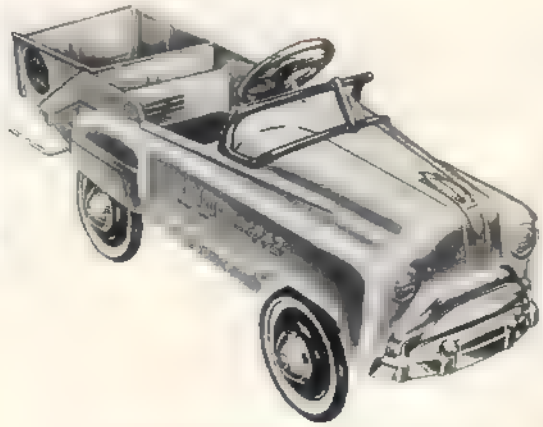
MURRAY PARK CYCLES
all new line, including 7 models, 10", 12", 14 and 16" sizes.



MURRAY-GO-ROUND
the finer baby walker with folding handle.



MURRAY BICYCLES
new Slip Stream styling, 18 models, sizes 16" through 26".

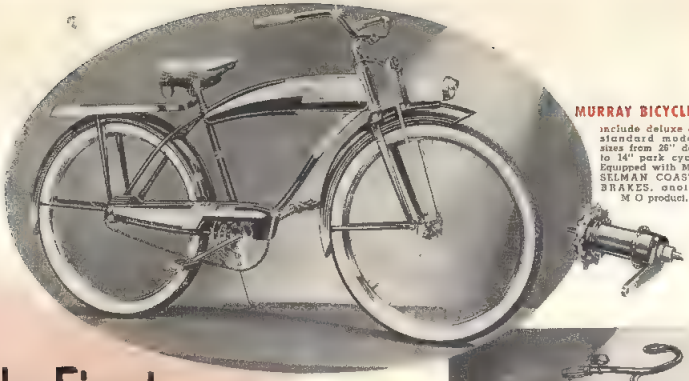


Start selling Murray with the famous Murray-Go-Round walker-stroller for babies. Continue on up through big bicycles for teen agers . . . Many models available in several price ranges . . . Superbly styled and built to Murray standards of quality that have been famous for over a quarter century . . . Nationally advertised in full color . . . Pep up your wheel goods profits by featuring MURRAY—truly America's *most complete* line.

MURRAY WHEEL GOODS—includes a full range of velocipedes, autos, fire trucks, station wagons, tractors, chain drive tricycles.

COMMENDED PARENTS MAGAZINE

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

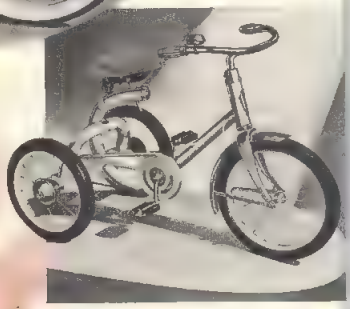


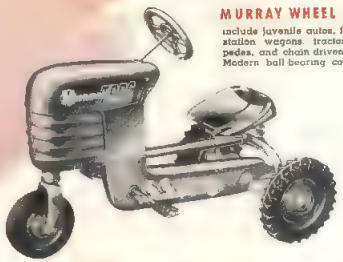
MURRAY BICYCLES
include deluxe and standard models sizes from 26" down to 14" park cycles Equipped with MUSSELMAN COASTER BRAKES, another M O product.

Sell the Finest...
Sell MURRAY OHIO!

MURRAY Baby Walkers, Wheel Goods, Bicycles

In these days of shortages, it is still mighty satisfying to build lasting customer good will by offering merchandise of unexcelled quality . . . For over a quarter of a century, the Murray line has been recognized as outstanding in value . . . Murray Ohio craftsmanship is being fully maintained in spite of current material restrictions beyond our control . . . We treat both large and small buyers alike by fairly allocating our production . . . Today, with its tremendous consumer acceptance, the Murray line represents the greatest sales opportunity in the wheel goods and bicycle fields.

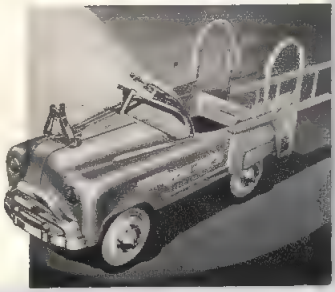




MURRAY WHEEL GOODS
include juvenile autos, fire trucks, station wagons, tractors, velocipedes, and chain driven tricycles. Modern ball bearing construction.

MURRAY-GO-ROUND
is America's finest baby walker-stroller Nationally advertised to millions of new mothers

NEW
FOLDING HANDLE

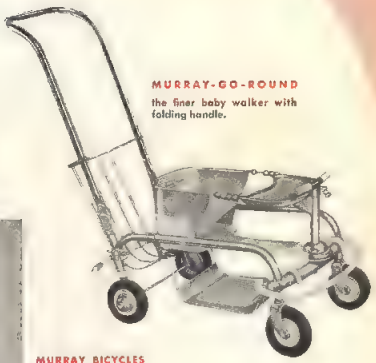


Symbol of Quality

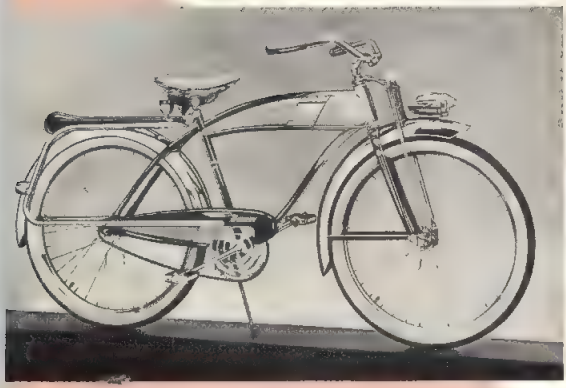
THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

Sell More...Sell MURRAY!
...the most complete line of "wheels"

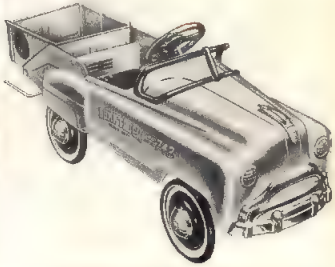
MURRAY PARK CYCLES
all new line, including 7 models; 10", 12", 14" and 16" sizes.



MURRAY-GO-ROUND
the finer baby walker with folding handle.



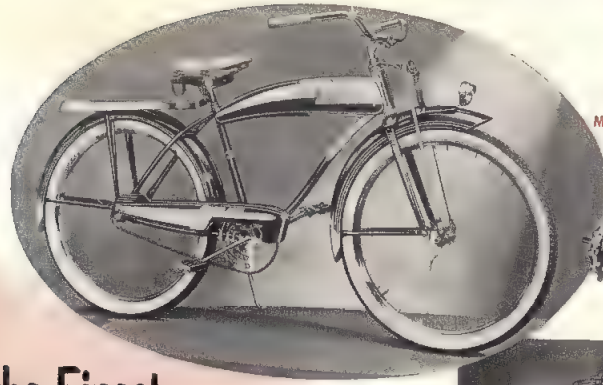
MURRAY BICYCLES
new Slip Stream styling, 18 models, sizes 16" through 26".



Start selling Murray with the famous Murray-Go-Round walker-stroller for babies. Continue on up through big bicycles for teen agers . . . Many models available in several price ranges . . . Superbly styled and built to Murray standards of quality that have been famous for over a quarter century . . . Nationally advertised in full color . . . Pep up your wheel goods profits by featuring MURRAY—truly America's most complete line.

MURRAY WHEEL GOODS—includes a full range of velocipedes, autos, fire trucks, station wagons, tractors, chain drive tricycles.

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

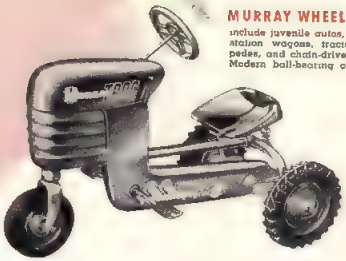


MURRAY BICYCLES
include deluxe and standard models; sizes from 26" down to 14" park cycles. Equipped with MUSSELMAN COASTER BRAKES, another M O product.

Sell the Finest... Sell MURRAY OHIO!

MURRAY Baby Walkers, Wheel Goods, Bicycles

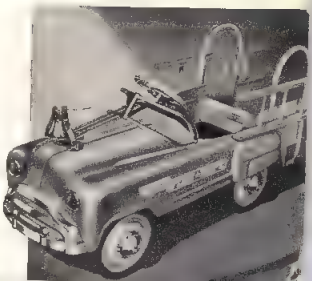
In these days of shortages, it is still mighty satisfying to build lasting customer good will by offering merchandise of unexcelled quality . . . For over a quarter of a century, the Murray line has been recognized as outstanding in value . . . Murray Ohio craftsmanship is being fully maintained in spite of current material restrictions beyond our control . . . We treat both large and small buyers alike by fairly allocating our production . . . Today, with its tremendous consumer acceptance, the Murray line represents the greatest sales opportunity in the wheel goods and bicycle fields.



MURRAY WHEEL GOODS
include juvenile autos, fire trucks, station wagons, tractors, velocipedes, and chain-driven tricycles Modern ball-bearing construction.

MURRAY-GO-ROUND
is America's finest baby walker-stroller. Nationally advertised to millions of new mothers.

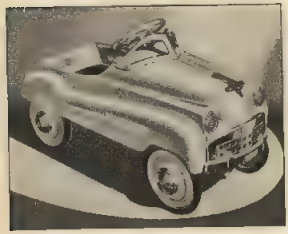
NEW
FOLDING HANDLE



Symbol of Quality

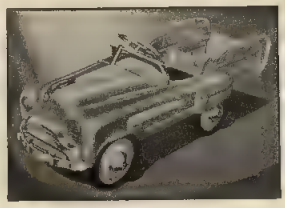
THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

MURRAY OHIO Mercury WHEEL GOODS



CHAMPION JUVENILE AUTO—A ball bearing auto priced to meet competition. Fenders of one piece steel drawn well down from hood. Length 36", width 17". Heavy guage steel construction throughout. Chrome plated radiator ornament. New, improved steering mechanism. 8" double disc wheels. ¾" solid rubber tires and rubber block pedals. Body in light blue enamel finish with white trim. Ship. Wt. 29 lbs.

79212B1050
79212BK1006—3 or more } . Retail $15.01

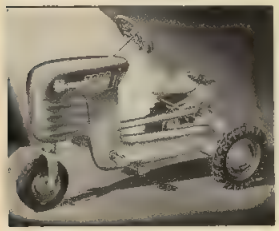


STATION WAGON—Tail gate may be raised and lowered. Wagon part is large—affording good seat or carrying space. Length 47", width 17". Heavy gauge steel construction. Ball bearing 8" double disc wheels. Tubular steel white enameled hand rails. Fabric type seat pad. ¾" solid rubber tires and rubber block pedals. Body and box baked maroon enamel finish. Body panels in gold perlesk. Ship. Wt 40 lbs.

79214B1596
79214BK1527—3 or more } . Retail $22.80

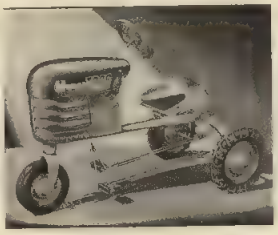
FIRE TRUCK—A smartly designed body with 8" full ball bearing wheels and driving mechanism. The hand rails, rear deck and rear step afford a standing position or a seat for a second child. The 2 strong wooden ladders are removable. Length 47", width 17". Heavy gauge steel throughout. Bright red finish, white trim. Chrome plated bell. ¾" rubber tires. Rubber block pedals. Ship. Wt. 40 lbs.

79215B1680
79215BK1608—3 or more } . Retail $24.00



CHAIN DRIVE MURRAY TRAC—Realistic operating model chain drive tractor with full ball bearing construction. The gear ratio has been thoroughly tested by children from 3 to 7 years of age to guarantee the maximum of pedalling ease. Modern design permits quick, easy assembly and simple adjustment of chain, pedals and spring seat. Made of heavy gauge steel, with 1¼" tubular frame, 8-in. front and 10-in. rear ball bearing wheels with 1¾-in semi-pneumatic tires. Gear shift lever on hood. Red enameled, silver trim. Full 360-degree turning. 38½ in. long, 27½ in. high. Ship wt. 38 lbs.

79245B1997
79245BK1912—3 or more } . Retail $28.53

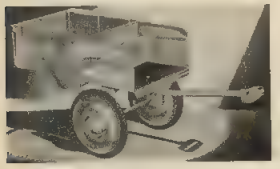


PEDAL DRIVE MURRAY TRAC—All-steel ball bearing construction tractor has amazing likeness to the real thing. Direct pedal drive is designed and pre-tested to guarantee maximum pedalling ease for 3 to 7-year-olds. Heavy gauge steel throughout, with 1¼-in tubular frame, adjustable spring seat, 8-in. front and 10-in. rear wheels with 1¾-in. semi-pneumatic tires, gear shift lever on hood. Universal joint in steering column allows full 360-degree turning. Finished in red baked enamel with white trim. 38½ in. long, 27½ in. high, 20¾ in. wide. Ship. wt. 29 lbs.

79246B1422
79246BK1361—3 or more } . Retail $20.32

COMET AUTO—The fashion car in the juvenile automobile field. Heavy gauge auto body steel. Length, 39 in. Width, 17 in. Ball bearing 8 in. double disc wheels. Ball bearing pull strap and rear axle hangers. Improved steering mechanism and undergear. Chrome plated front and rear bumper, radiator grill, hood ornaments, windshield and head lamps. One inch rubber tires, rubber block pedal. Ship. wt., 39 lbs.

79216B1680
79216BK1608—3 or more } . Retail $24.00



MURRAY DUMP TRAC—Dump box attachment for tractors. 33 inch long, 15½ inch wide. Of heavy gauge steel with 8-in. ball bearing wheels, solid ⅝-in. rubber tires. Red. Ship. wt. 16 lbs.

79247B654
79247BK626—3 or more } . . Retail $9.34

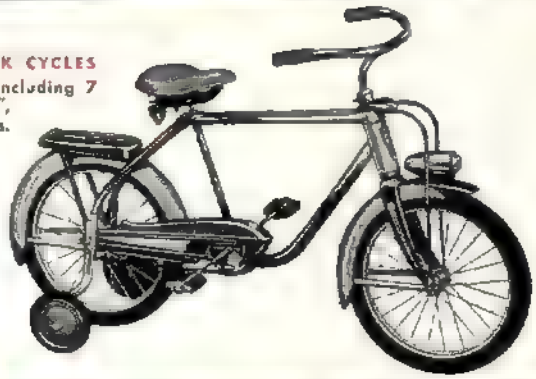
Everything's The Same But The Name—At MILWAY

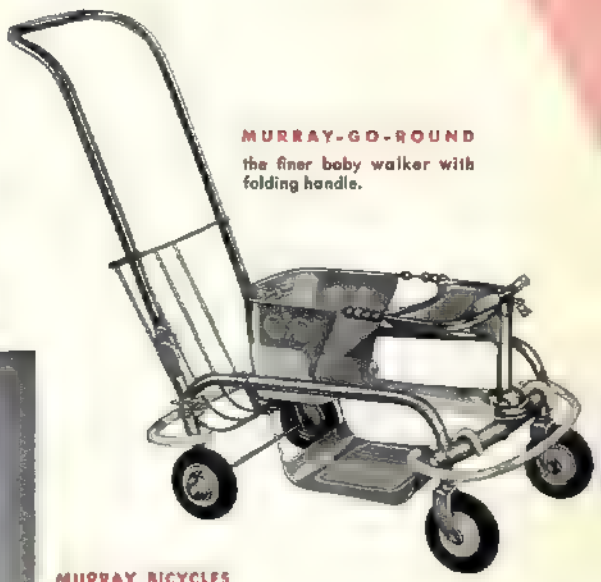
DELUXE PARK CYCLE With 14" ball bearing wheels and Bicycle Trainer. 14" hydrogen brazed, extra strong frame. 1½" semi-pneumatic molded rubber tires. Moulded rubber black top saddle with springs. Adjustable white handlebar deluxe chain guard. Vermillion finish, white trim. Ship Wt. 30 lbs.

79217B1580
79217BK1514—3 or more } Retail $22.59

Sell More...Sell MURRAY!
...the most complete line of "wheels"

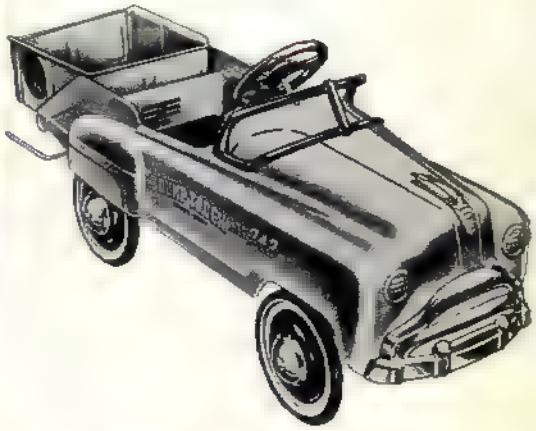
MURRAY PARK CYCLES
all new line, including 7 models, 10", 12", 14" and 16" sizes.





MURRAY-GO-ROUND
the finer baby walker with folding handle.

MURRAY BICYCLES
new Slip Stream styling, 18 models, sizes 16" through 26".



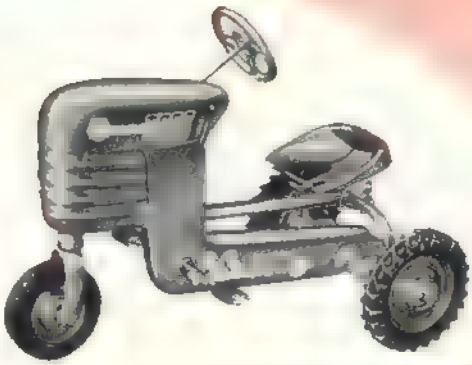
Start selling Murray with the famous Murray-Go-Round walker-stroller for babies. Continue on up through big bicycles for teen agers . . . Many models available in several price ranges . . . Superbly styled and built to Murray standards of quality that have been famous for over a quarter century . . . Nationally advertised in full color . . . Pep up your wheel goods profits by featuring MURRAY—truly America's *most complete* line.

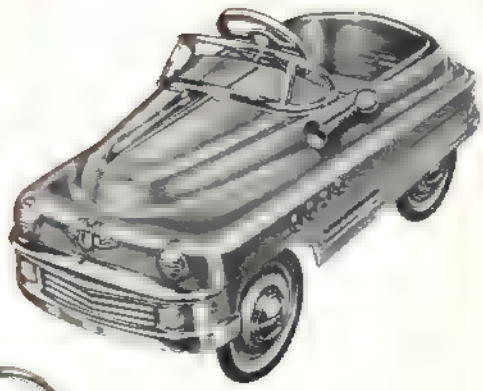
MURRAY WHEEL GOODS—includes a full range of velocipedes, autos, fire trucks, station wagons, tractors, chain drive tricycles.

COMMENDED BY PARENTS MAGAZINE

THE MURRAY OHIO MFG. CO. ■ CLEVELAND 10, OHIO

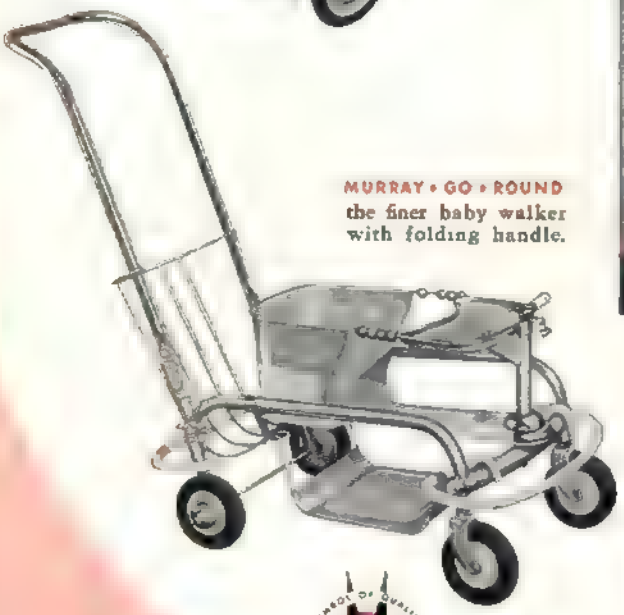
MURRAY WHEEL GOODS include a full range of velocipedes, autos, fire trucks, station wagons, tractors, chain drive tricycles.





MURRAY BICYCLES—new Slip Stream styling, 18 models, sizes 16" through 26".

MURRAY • GO • ROUND the finer baby walker with folding handle.



MURRAY PARK CYCLES all new line, including 7 models; 10", 12", 14" and 16' sizes.

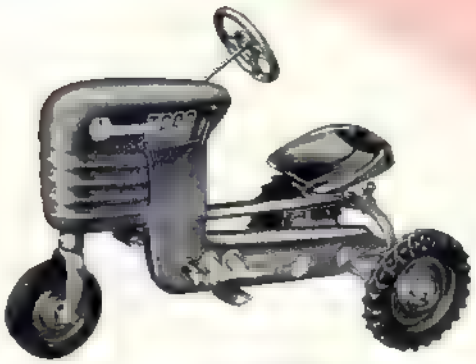
COMMENDED BY PARENTS MAGAZINE

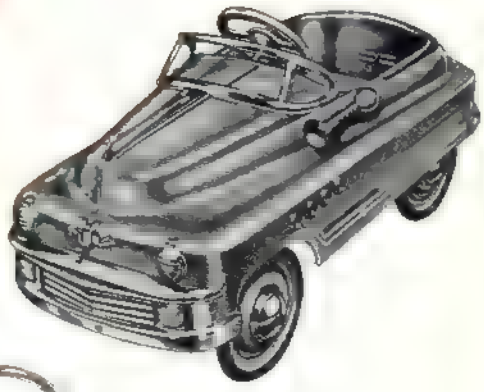
MURRAY makes everything on wheels for children

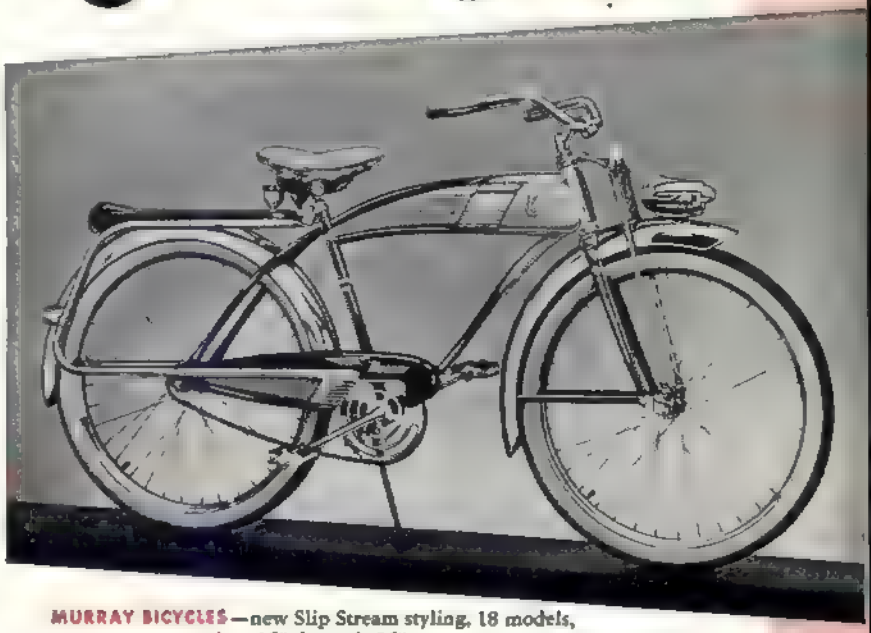
You can sell everyone from toddlers to teen agers when you sell Murray wheel goods and bicycles. There are sizes for every age and models priced for every pocketbook. Ultramodern styling makes Murray products the center of attention in any display . . . Nationally advertised in full color . . . For greater profit opportunities, stock and feature Murray—America's *most complete* line of wheels!

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

MURRAY WHEEL GOODS include a full range of velocipedes, autos, fire trucks, station wagons, tractors, chain drive tricycles.

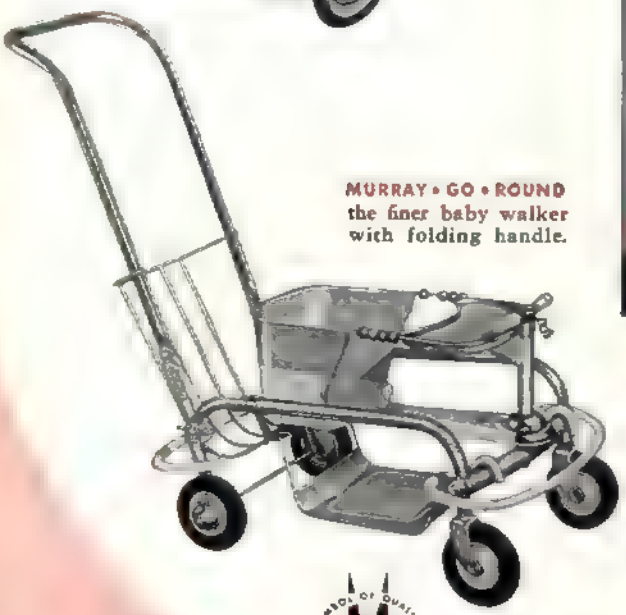






MURRAY BICYCLES—new Slip Stream styling, 18 models, sizes 16" through 26".

MURRAY • GO • ROUND the finer baby walker with folding handle.



MURRAY PARK CYCLES all new line, including 7 models; 10", 12", 14" and 16" sizes.

SYMBOL OF QUALITY

COMMENDED BY PARENTS

MURRAY makes everything on wheels for children

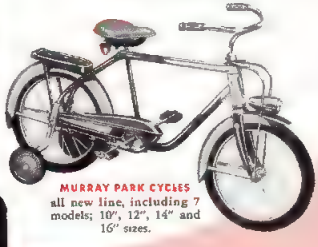
You can sell everyone from toddlers to teen agers when you sell Murray wheel goods and bicycles. There are sizes for every age and models priced for every pocketbook. Ultramodern styling makes Murray products the center of attention in any display . . . Nationally advertised in full color . . . For greater profit opportunities, stock and feature Murray—America's *most complete* line of wheels!

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

MURRAY WHEEL GOODS include a full range of velocipedes, autos, fire trucks, station wagons, tractors, chain drive tricycles.

MURRAY • GO • ROUND the finer baby walker with folding handle.

MURRAY BICYCLES—new Slip Stream styling, 18 models, sizes 16″ through 26″.



MURRAY PARK CYCLES all new line, including 7 models; 10″, 12″, 14″ and 16″ sizes.

SYMBOL OF QUALITY

COMMENDED BY THE PARENTS MAGAZINE

MURRAY makes everything on wheels for children

You can sell everyone from toddlers to teen agers when you sell Murray wheel goods and bicycles. There are sizes for every age and models priced for every pocketbook. Ultramodern styling makes Murray products the center of attention in any display . . . Nationally advertised in full color . . . For greater profit opportunities, stock and feature Murray—America's *most complete* line of wheels!

THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO

toy sales—resulted in stores selling over three times the volume of last year's peak. One jobber, in fact, reported February volume at 67 per cent of his total 1952 Lincoln Logs sales.

Success of the show was also indicated in rating reports, which climbed steadily from the opening performance. Reaching a record high of 8.8 with its final broadcast, the show held the highest pre-noon children's show rating in the area, and rated as one of the top TV shows in Philadelphia history. Not only did "Pioneer Playhouse" double its rating during its run, but it boasted a rating double that of shows on other networks in the region at the same time—one of them a top network children's program.

Tying in the stores to the promotion through placing applications for contestants to appear in toy department stores, proved one of the strongest factors in the agency's campaign. Current plans for the Chicago promotion are re-enforcing this participation by making window decals, streamers, counter cards and other promotional material available to the stores to back up the program's contest and spur participation. These are now available through Playskool Manufacturing Company, 1750 North Lawndale Avenue, Chicago, Illinois.

◆

Jobber Adds Toys and Housewares

• The Middlesex Bag & Paper Co., 10 Cooley Ave., Middletown, Conn., held an official opening, with refreshments, of their new toy and housewares showroom, September 13-14. The firm was established in 1933.

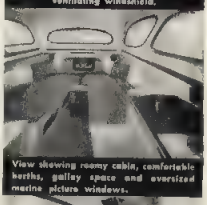
◆

• The *Los Angeles Times* of Sunday, August 9, carried a feature story by Anne Norman on toys in Santa's 1953 pack. Cartoon illustration and deck head reading: *"138 More Days to Chaos,"* lent emphasis to this feature, which dealt with the "cargo of infernal devices" to be found in Santa's pack this year.

Cruis-Along

TRADE MARK

The pilot station, folding seat, ventilating windshield.



View showing roomy cabin, comfortable berths, galley space and oversized marine picture windows.

The complete galley with stove, ice-box, dry grocery compartment and metal sink.

picture a wonderful summer at sea in 1953

It's your dream boat — a dream come true — a dream you can afford! You can cruise, swim, fish, sleep and live like a millionaire in the world's most completely equipped budget cruiser.

THE SKIPPER will like the sleek, sweet lines of this seaworthy cruiser that can ride out the heaviest seas. He'll appreciate the efficient motor built for speed, the roomy cockpit ideal for fishing.

THE MATE will enjoy Cruis-Along's comfort, roomy cabin with upholstered berths, Sea Clo marine toilet, locker and storage space. Spacious galley, ice-box, stove, grocery compartment and metal sink.

BOTH OF YOU will thank Cruis-Along for its low gas consumption that's so kind to your budget.

Deluxe 22 — a fast, seaworthy hull, speeds to 28 m.p.h. Roomy cockpit.

Deluxe 24 — more speed! More space. Extra headroom. Speeds up to 30 m.p.h. depending on engine option.

Through the marine picture windows of Cruis-Along

M. M. Davis & Son, Inc. • Solomons 2, Md.

Boat Builders for more than 70 years

Nationally Advertised to make Summertime PLAY GYM TIME!

Be Ready for
This Profitable
School Vacation
Rush . . . .
ORDER NOW!

Guaranteed by Good Housekeeping

COMMENDED PARENTS

Tie in with the national promotion of Gym-Dandy Gyms. There are 17 different models, with a full range of popular prices and features galore. There are Gym-Dandy Steel Slides too, in 3 popular sizes.

ALL STEEL PLAY UNITS
GYM-DANDY
GYMS SLIDES

UNIVERSAL MANUFACTURING COMPANY, INC.
General Offices and Factory: SHREVEPORT, LA.

Permanent Display Offices:
CHICAGO
Space 1447-B Merchandise Mart
Tom Hartigan, Rep
NEW YORK
230 Fifth Avenue
Redell and Demov, Reps

Sculptured by J. H. YOUNG

SUGAR PLUM DOLLS

SOFT CARESSABLE VINYL

The Sweetest, most adorable "Little Girl" one could ever hope to find—7 inches high—life-like with movable head and arms. More than that, they're bathable. Dresses exquisitely in "little girl" fashions for parties, for town and country and for the sun. All garments with snap fasteners. Retail $2.00, $2.50 and $3.00.

Beautifully gift-packaged—and priced for gift selling the year 'round.

M. R. JOHNSTON & CO.

1840 BERKELEY • SANTA MONICA, CALIF.

CHAS. CARROLL
Merchandise Mart
Chicago

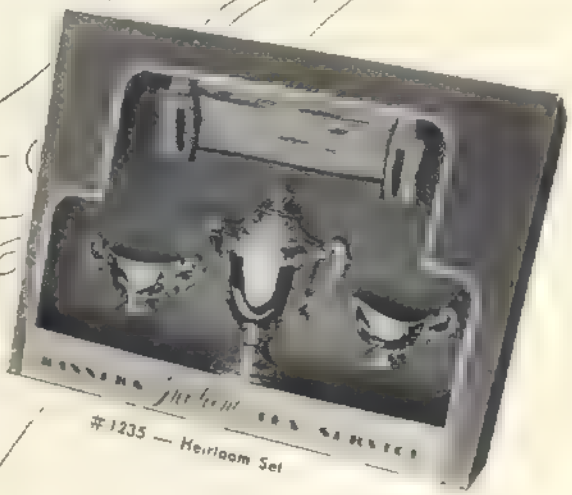
BAER & KAHN
712 S. Olive, Los Angeles
1355 Market, San Francisco

LEO STRAUSS
200 Fifth Ave
New York City

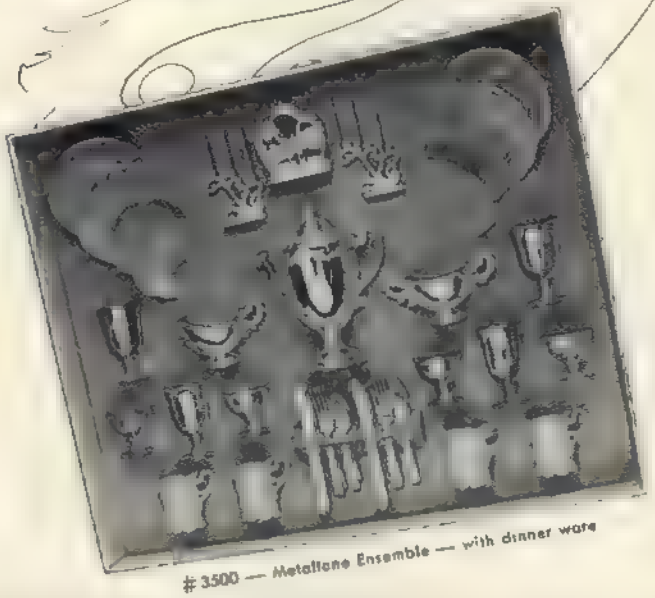
NANCY ANN
Storybook
Dolls
MOVABLE EYES
that follow you
Little Sister Series
Big Sister Series
Commencement Series
Religious Series
Bride Series
Seasons Series
Mother Goose Series
Fairytale Series
Fairy and Series
Nursery Rhyme Series
Dolls of the Day Series
Dolls of the Month Series
Operette Series
In Powder and Crinoline Series
All Time Hit Parade Series
NANCY ANN STORYBOOK DOLLS, INC.
1298 Post Street, San Francisco 9, California
MANUFACTURERS OF STORY BOOK DOLLS
Unbreakable Plastic
Movable Head, Movable Arms and Movable Legs
Manufacturer's Representatives:
EAST: Joseph J. Barnett, Inc., Room 559, 200 Fifth Avenue, New York 10, N. Y.
WEST: Leo Scherrer Company, 2840 West 93rd St., Seattle 7, Washington
MIDWEST: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Illinois
SOUTH: Melville Marx, Governor Clinton Hotel, New York 1, N. Y.
CALIFORNIA: Ralph Heatherington, 1234 West 8th, Los Angeles 17, Calif.

WE'RE PROUD OF *Metaltone* still the finest!

#1280
Tableware Set



#1235 — Heirloom Set



#3500 — Metaltone Ensemble — with dinner ware

Modest though we are . . . we can't restrain our pride in our own ingenuity. Our exclusive Metaltone process is proven superior. Our new line reflects this superiority in the wonderful Metaltone lustre which imparts a new tempting brightness to Banner Products. Highly serviceable, Metaltone is a gleaming finish that stays on! Our new Metaltone line will add brilliance to your counters and your sales figures!

You'll be interested in our

#606 — Metaltone Fast Freight
#950 — Metaltone Choo-Choo-Roma
#635 — Metaltone Glitter Chest
#1285 — Metaltone Vanity Fair

Banner PLASTICS CORPORATION

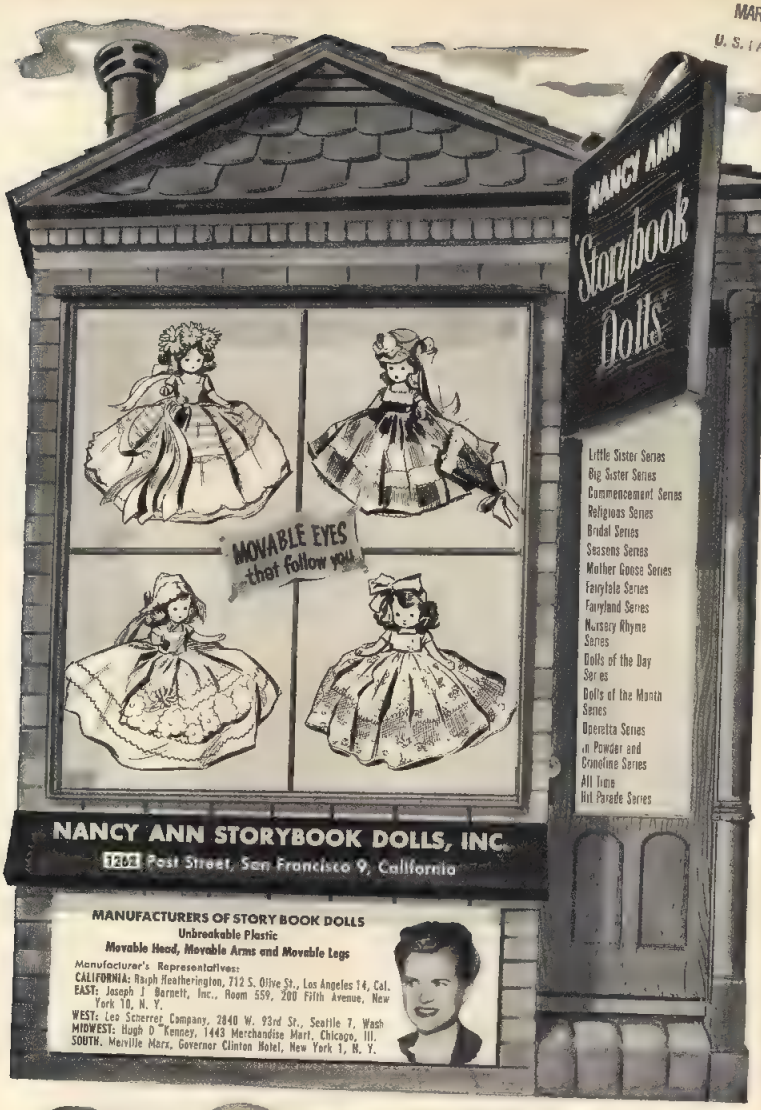
80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

REPRESENTATIVES:

Mid-Atlantic and New England: Jerome Messinger, New York City N. Y.
Midwest: James Cavanagh, Oak Park, Illinois
Southern: Brown Eddy Incorporated, M & M Building, Memphis 3, Tenn.
Western: A. H. Greenburg, 1206 So. Maple Ave., Los Angeles 5, Calif.
Banner Export Company: Walter Kraemer, New York City N. Y.
Dominion of Canada: Frank E. Lucas, Toronto, Ont.

COMMENDED BY PARENTS MAGAZINE

LIBRARY
MAR 16 1953
U. S. PATENT OFFICE



Wonderful News!

NANCY ANN *Storybook* DOLLS' NEW

MUFFIE
the "add-a-costume" doll

NANCY ANN
'Storybook Dolls'

- Commencement Series
- Religious Series
- Bridal Series
- Seasons Series
- Mother Goose Series
- Fairytale Series
- Fairyland Series
- Nursery Rhyme Series
- Dolls of the Day Series
- Dolls of the Month Series
- Operetta Series
- In Powder and Crinoline Series
- All Time Hit Parade Series

With 54 complete beautiful costumes designed just for her, Muffie is a real darling . . . an 8" unbreakable plastic doll with movable eyes, arms, legs, and Dynel hair that can be washed, combed, curled! Muffie will be the star performer of your department because she's an activity toy, too . . . that keeps a little girl happily at play for hours—dressing her in her various outfits. Thanks to the Add-A-Costume feature, ***Playtime Dolls*** will stimulate repeat sales for you. And because they're **Nancy Ann** dolls, you are assured of **dependable deliveries.** You can get these ***Playtime Dolls*** undressed or dressed.

Get ready . . . get set . . . and go to town with your promotion of these exciting new **NANCY ANN Add-A-Costume *PLAYTIME DOLLS.***

"You won't find Nancy Ann 'STORYBOOK' Dolls everywhere!"

NANCY ANN *Storybook* DOLLS, INC.

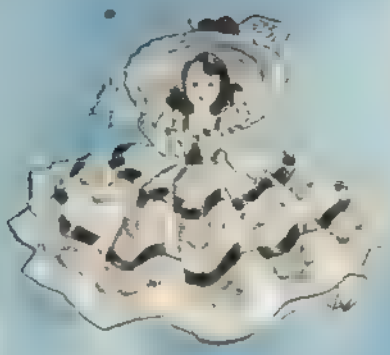
Manufacturers of the original 'Storybook Dolls'

1262 POST STREET, SAN FRANCISCO 9, CALIFORNIA

MANUFACTURER'S REPRESENTATIVES

California: Ralph Heatherington, 712 South Olive Street, Los Angeles 14, California
East: Joseph J. Barnett, Inc., Room 559, 200 Fifth Avenue, New York 10, New York
West: Leo Scherrer Company, 2840 West 93rd Street, Seattle 7, Washington
Midwest: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Illinois
South: Melville Marx, Governor Clinton Hotel, New York 1, New York

NANCY ANN STORYBOOK DOLLS



Known everywhere for their beautiful costumes, Nancy Ann Storybook Dolls will always bring you repeat business year after year. And because they're Nancy Ann Dolls, you are assured of the finest quality and workmanship . . . and dependable deliveries too! Made of unbreakable plastic with movable head, arms and legs. (Movable eyes too . . . that follow you.) Write your nearest representative today for more information on Nancy Ann Storybook Dolls . . . and don't forget to inquire about the Style Show series and the wonderful new Playtime Dolls . . .

Illustrated . . .
All Time Hit Parade Series

Other Nancy Ann Storybook Dolls
Commencement Series • Religious Series • Bridal Series • Seasons Series
Mother Goose Series • Fairytale Series • Fairyland Series
Nursery Rhyme Series • Dolls of the Day Series • Dolls of the Month Series • Operetta Series • In Powder and Crinoline Series
Dedressed Dolls *(3 and 5 shelf cabinets and stands for all dolls are available)*

"You won't find Nancy Ann 'Storybook' Dolls everywhere!"

NANCY ANN *Storybook* DOLLS, INC

Manufacturers of the original 'Storybook' Dolls

1262 POST STREET, SAN FRANCISCO 9, CALIFORNIA

MANUFACTURER'S REPRESENTATIVES

California: Ralph Heatherington, 712 South Olive Street, Los Angeles 14, California
East: Joseph J. Barnett, Inc., Room 559, 200 Fifth Avenue, New York 10, New York
West: Leo Scherrer Company, 2840 West 93rd Street, Seattle 7, Washington
Midwest: Hugh D. Kenney, 1443 Merchandise Mart, Chicago, Illinois
South: Melville Marx, Governor Clinton Hotel, New York 1, New York
Canada: H. P. Hooker, 5656 Kings Rd., Vancouver 8, B. C.

NASSAU 36' DE LUXE EXPRESS

NASSAU CRUISERS

Give Outstanding and Lasting Value

32' 36' and 42' Sedans . Express Cruisers . Fishermen

NASSAU 36-FOOT SPORT FISHERMAN

NASSAU 36-FOOT SEDAN

Nassau Cruisers, built on the threshold of the Atlantic Ocean, are designed and constructed to standards of performance, comfort and seaworthiness demanded of off-shore craft. A good, rugged sea-going hull, smooth running and dry; well arranged and complete accommodations for real comfort; excellent maneuverability at all times, even when the going is rough. Only selected first grade materials are used with emphasis on stoutness and strength of structual members. Oak keel, steam bent oak frames, mahogany planking and superstructure, teak decks, Everdur fastenings, etc.

The 32-footers and 36-footers are available in eight models, Open Bridge Express, Sport Fisherman and Sedan Cruiser. The 32-footers sleep four and have 6' 3" headroom. The 36-footers sleep four or six and have 6' 6" headroom. Single or twin-screw optional in the 32-footers with speeds up to 22 m.p.h. Twin-screw is standard in the 36-footers with speeds to 30 m.p.h.

NASSAU 32-FOOT SPORT FISHERMAN

NASSAU 32-FOOT SEDAN

NASSAU 32-FOOT EXPRESS

Write Today For Complete Information—Custom Boats Built to Order

Visitors Are Always Welcomed At Our Plant,
Long Island's Largest Pleasure Boat Yard

Sorry — because of our large backlog of orders, increasing scarcity of materials and our heavy private commitments, our cruisers will not be on display at the Boat Show this year.

An Invitation
To visit our plant which is only 45 minutes from the Boat Show is cordially extended to all yachtsmen

Nassau Boat Basin, Inc.

FOOT OF SOUTH MAIN STREET * FREEPORT, LONG ISLAND, N. Y.

Phone: Freeport 8-0178-79

Other Nassau Dealers Will Be Happy to Serve You

BATES MARINE SALES CO.
Box 250, Oxford, Maryland

DIETZ BOAT CO.
250 George St., New Brunswick, N. J.

GORDON-WHEELER
330 No. Broad St., Philadelphia, Pa.

The Original **PARRIS**
TraineRifles

With Genuine
Wood Stocks
—A Size For Every Age
Complete line of lever-action, *cork-shooting* models, too.

PARRIS MFG. CO.-SAVANNAH, TENN.
Eastern Sales Office
Room 453 — 200 Fifth Ave. Bldg — New York City
Home of the National Catfish Derby

MAKIT TOY

THE COLORFUL CONSTRUCTION TOY
IMPROVED and ENLARGED
—PROVEN POPULARITY—
A YEAR 'ROUND BEST SELLER

PRIMARY MAKIT...93 Pieces
SUPER MAKIT.....183 Pieces
JUMBO MAKIT....292 Pieces

W. R. BENJAMIN CO.
MAKERS OF MAKIT TOYS
GRANITE CITY, ILLINOIS

BELLE DOLL & TOY CORP.

34 Hubert Street — New York 3, N. Y.
Showroom: 200 Fifth Avenue
Manufacturers of

Quality Dolls of Distinction at
POPULAR PRICES

See Our New 1953 Creations
Featuring: Vinylite Baby Dolls

Sales Representatives: ANDY FLEISCHHACKER

AMERICA'S *finest and foremost line of inflatable toys*

Jlinno toys

Plastic Innovations, Inc.

135 Riverdale Avenue, Yonkers, N. Y.

BOUNCING BUNNY
No. 700
©1953 ELKA TOY

ELKA DELIVERS
ONE SMASH HIT AFTER ANOTHER

Following up the galloping success of Monkey Doodle, Dancing Monkey, the money number of the year in stuffed toys, Elka presents for Easter . . .

BOUNCING BUNNY
The Jumping Jack Rabbit!

Elka
TOY & NOVELTY MFG. CORP.
Factory
30 West 24th St.
New York 10, N. Y.
Showrooms
200 Fifth Ave., New York 10, N. Y.
1384 Broadway, New York 18, N. Y.

Make it a Must to See Elka's Selection Right Easter 954 Line

SEND FOR THE NEW ELKA 1954 EASTER CATALOG

BILD-A-BRIK

SELLS ON SIGHT

- **NEW PACKAGING!**
- **NEW JOBBER DEAL!**

BILD-A-BRIK—the kit with the real bricks and mortar—is now packaged in a thrilling new way to stimulate still greater point-of-purchase sales. Package is *twice* as big as before for *twice* the eye-appeal . . . yet costs no more!

CASH IN NOW—and get sensational new jobber deal information!

Creative Toy Co., Inc. 257 W. Merrick Road Valley Stream, L. I., N. Y.

"IT'S A NATURAL"
REG

AMERICA'S
FINEST AND FASTEST SELLING LINE

Baby Dolls — Rubber Skin Dolls
Composition and Walking Dolls
Plastic, Vinylite
Ingrown hair and
Saran Washable Wigs
35 YEARS OF LEADERSHIP

NATURAL DOLL CO., INC.
134 SPRING STREET, NEW YORK 12, N. Y.
SHOWROOM
200 Fifth Avenue, Room 319 — Sam Drelich & Sons, Reps.

BE NATURAL! SEE NATURAL! BUY NATURAL!

TOY FAIR
ROOM 454
McALPIN HOTEL
CHARLES COLOMBO and
EMIL HOENIG to Greet You
"IT'S A NATURAL"

Since 1915 we have improved the Natural line each succeeding year . . . today the line for '53 is, without doubt, the finest we have ever assembled in our 38 years of manufacturing.

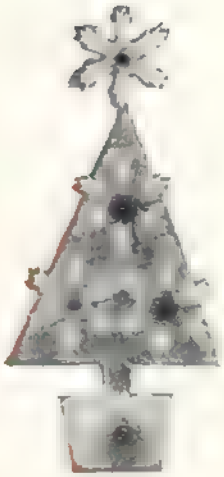
Smartly styled dolls in Vinyl, Latex Rubber, Plastic and Composition. Baby Dolls, Infants in Blankets and Walking Dolls; Dolls with Ingrown Hair and with washable Saran Wigs. Scores of models in a multitude of styles and a host of surprises, too, await your approval in our regular display room—

NATURAL DOLL CO., INC.

134-136 SPRING STREET, NEW YORK 12, N. Y.
PERMANENT SHOWROOM: 200 FIFTH AVENUE, ROOM 319
IN CHARGE, SAM & HERBERT DRELICH

The *Snow Foam* LINE

3550—THE GREETER



3547—SNOW FLAKE TREE

3529—FLORAL-CANDLE CENTERPIECE

3662 16"
CROSSED CANE SET

CHRISTMAS DECORATIONS

• BELLS • SNOWFLAKES • CANES • SNOWBALLS
• WREATHS • STARS • TREE ORNAMENTS
• TABLE AND DOOR DECORATIONS

See Jim Nesbit

ROOM 1041 — HOTEL NEW YORKER

SNOW BALLS

STAR CUT-OUT

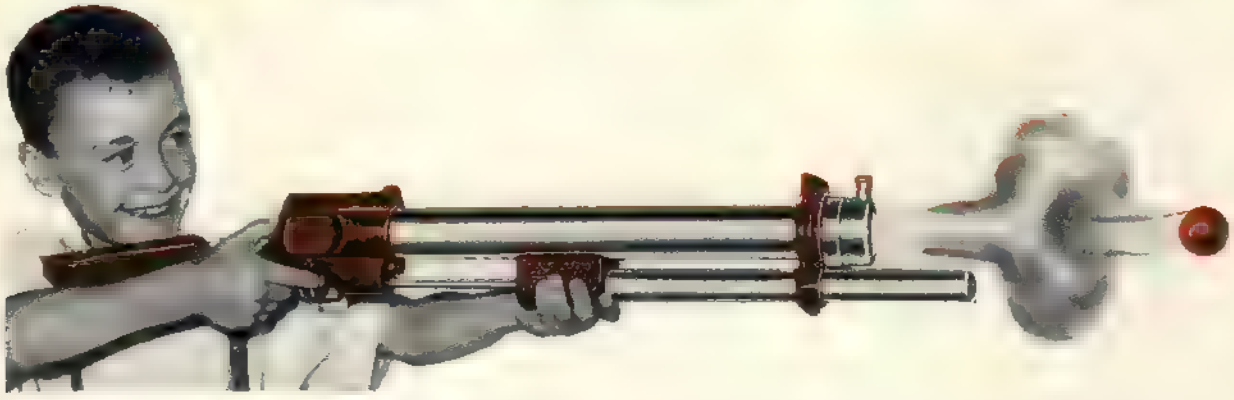
NESBIT INDUSTRIES INC., 1823 Milwaukee Ave., Chicago 47, Illinois

PERMANENT SHOWROOM: Room 1260, 200 Fifth Avenue, New York 10, New York

When you buy a NEWELL You are buying the Original . . .

Notice to all Purchasers of NEWELL Guns—

Newell is the Original Air-Fire Gun!



The complete line of NEWELL Air-Fire Guns are covered by U. S. Patents #2,505,428 and #2,601,555 The first of these Patents specifically covers the construction of a gun that permits the ball to be pushed into the front end of the gun very easily, but requiring force to expel it. The second Patent covers the construction of a gun that has an air chamber in the forward or front end. There is a rubber gasket or skirt that separates the first ball from the second one. The air enters the chamber between the two balls, forcing the inner gasket or skirt against the second ball and sealing it off while the first ball is being forced out through the front gasket

It is the opinion of our attorneys that both of these Patents are now being infringed upon and we have therefore taken the necessary legal action to protect our interests, and the interests of our customers.

We therefore ask the trade to respect our Patents so that it will not be necessary for us to take further action.

NEWELL . . . the originator of the air-fire gun, presents the No. 500 Deluxe 6 Ball REPEATER with SMOKE ATTACHMENT. It shoots 6 rounds of ammunition on each loading . . . giving that realistic smoke effect every time the ball leaves the gun! The new smoke attachment gives as many as 250 shots with one loading.

Here is the best air-fire gun on the market today . many times copied but never matched in quality . performance and authenticity. It's a gun with plenty of sell-appeal . . . one you cannot afford to pass up. Order today, and cash in on this hot item.

NEWELL MANUFACTURING COMPANY

LOWELL, MICHIGAN

Toy of the year! again available to a limited number of dealers

kid-size Caterpillar CRAWLER TRACTOR

Safe, Chain Drive-Pedal Operated

This kid-size model of the genuine Caterpillar D-4 Crawler Tractor doesn't need sidewalks to run on—operates easily over dirt roads, grass, or rough terrain.

FOR ALL CHILDREN FROM 3½ TO 8½ YEARS

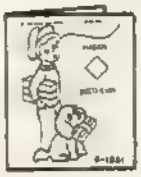
This absorbing and instructive vehicle is licensed by the Caterpillar Tractor Co — is authentic even to the characteristic yellow paint — and operates just like its big brother. Has a real full track crawler-type steel tread (without cleats) is geared down for power to climb hills and push loads. Heavy rugged construction for continual outdoor use. Pedal-operated chain drive is geared for easy operation. Steering levers give wide maneuverability. Special lever raises bulldozer to crusing position. All-steel box-type frame and body are ruggedly constructed. All driving and running mechanisms are ball-bearing mounted. Roomy seat with adjustable back to fit growing children. Equipment includes two clasp-locked all-steel tool boxes. A terrific toy at a reasonable price. A dump trailer available as an accessory will carry over 100 lbs. More than 15 000 now in use — bringing joy and practical knowledge to youngsters all over the country. WRITE DIRECT FOR COMPLETE INFORMATION TO

NEW LONDON METAL PROCESSING CORP.
82 UNION STREET, NEW LONDON, CONN.

fluf-e-kote

SPRAY ON VELVET FINISH

PERSONALIZED CARDS

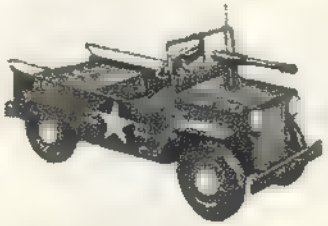


3 PROFITABLE CRAFT LINES
10c to $3.50
Order Now
YEAR ROUND SALES

BERSTED'S HOBBY CRAFT INC.
MONMOUTH, ILLINOIS

Canadian Distributor
LEWIS CRAFT SUPPLIES, LTD
8 Bathurst Street, Toronto 2B, Canada

ACTION TOYS
LOADED WITH PLAY VALUE



See Our Exciting New
WHEEL GOODS

At the TOY FAIR
HOTEL NEW YORKER
ROOM 1087

And Our
PERMANENT SHOWROOM
200 FIFTH AVENUE
Room 659
New York 10, N. Y.

picked up the greatest proportion of this leveling?"

Summer definitely, but of course every year finds more and more seasonal items that can be used for spotligtht promotions to keep toy stocks active every month of the year. That is another of our services. By keeping a finger on the pulse of new items we can send out bulletins, or salesmen to educate our customer as these changes come along."

SURGE ON WEST COAST

"Would you say that the fast growing nucleus of California's manufacturers has brought many new items to market."

"Yes, but I don't think you can confine it to just toys. We have had a steady rise in manufacturing in many lines that reflects fresh creativeness of ideas."

"Would you say that the impetus was because of cost in hauling merchandise from the east?"

'Not so much as the opportunities that came about through increased manufacturing during the war, and the fast growing population in all of the western states. This all encourages newcomers in all lines of endeavor. I do think, too, there is a greater flux of expression in the west because it is a newer country and as they say, there is no progress without change.'

I checked back on my notes, then continued

EXPANSION RECORD

"I think it would be interesting to show how your company has grown with these changes, for, as you suggested, it has been your purpose to serve and keep pace with toys and their changes. Just what has been your expansion in 28 years?"

'Al Gordon and I started in about 500 square feet of space, with two in help . . . he and I. Today we have showrooms, shipping rooms and warehouse space of more than 150,000 square feet of space. Our office and inside personnel numbers about 125. Our sales force of 20 covers not only the three coastal states but Arizona, Nevada, New Mexico and Utah. When we began we were able only to partially service Los Angeles and vicinity,' he concluded, smiling.

"How many trips a year do you make to the eastern market?"

"Larry Ades and I make a trip in January for a preliminary swing, then four of us visit the Toy Fair in March. This, in addition to Larry and Dave Harrison and Ronald Brock making three or four other trips, depending on how merchandise is shaping up."

'Speaking of the Toy Fair, how do you feel about its timing, and the sug-

EXTRA PARRIS SHOOTING STAR EXTRA

Vol. 1—No. 2 Pre-Toy Fair Edition Savannah, Tennessee

NEW PARRIS GUNS PRAISED BY BUYERS!

M-20 Small Fry Clicker TraineRifle, 23½ inches long

M-21 Junior Clicker TraineRifle, 27½ in.

M-22 Clicker TraineRifle, 35½ in.

M-23 Super TraineRifle 35½ in.

M-1 Cork-Shooting TraineRifle

This favorite lever-action model and five other sizes of cork-shooters are offered by Parris.

PARRIS MFG. CO.—Savannah, Tenn.

EASTERN SALES OFFICE, RM. 453, 200 FIFTH AVE. BLDG.

A Sponsor Of The National Catfish Derby

Response Is Quick

Already toy buyers in many parts of the U. S. have hailed the new Parris 1953 models (left) as sure hits. Tough as the Marines themselves, these realistic, safe TraineRifles are built in sizes for every age.

See 'Em At Toy Show

Parris' all-time favorite cork-shooters as well as new models will be on display at Room 629, Hotel New Yorker, during New York Toy Fair in March. Don't miss this complete line.

PRICE REDUCTION!

Increased production in our new plant at Savannah, Tennessee, has made it possible to give healthy price reductions on Parris guns for 1953.

Send In Coupon Now
FOR NEW PRICES, DISCOUNTS

PARRIS MFG. CO.
Savannah, Tennessee

Please send me NEW 1953 price list for Parris TraineRifles at no obligation. Also send samples of.

☐ Clicker Models ☐ Cork-Shooters and bill me at regular discount.

NAME _____ _____ ___

COMPANY ___ ___

ADDRESS ___ ___ ___

CITY _____ STATE _____

CIRCLE N TOYS
by NICHOLS of TEXAS

stallion .45

LOADS, SHOOTS SMOKES AND LOOKS EXACTLY LIKE A REAL .45!

1. **Six cap cartridges* fit in revolving cylinder.**
2. **Lustrous mother-of-pearl plastic grip is set with a bright red ruby.**
3. **All smoke goes out the barrel.**
4. **No flash-back . . . the safest cap pistol on the market. Each gun is packed in a colorful box, one dozen per case, 15½ pounds.**

Order Stallion Round Caps especially made to give good performance in the new cartridge. Five gross packages per case. Shipping weight is eight pounds per case

*Pat. pend.

Authentically styled Western cap pistols

BEAUTIFUL, SALES-MAKING DISPLAYS

Available to you without cost

Order this display for the Stallion .45, molded of black, satin finish plastic. Two other display stands are available also . . . one to show the Silver Mustang, and one to show both the Silver Colt and the Silver Pony. Ask your jobber or sales representative for details.

NICHOLS INDUSTRIES

Pasadena, Texas

SALES REPRESENTATIVES

Clark Soerl Co., 205 E. Wisconsin Ave., Milwaukee 2, Wis., 2425 Humboldt Ave., So. Minneapolis, Minn.
Darnie F. Rourke Jr., 31 Kingswood Rd., West Hartford, Conn.
Sheldon Company, P.O. Box 3111, Greensboro, North Carolina
Dave Altshuler, 507 Rossmore Ave., Los Angeles 4, Calif.
L. A. Goldstein, 350 Armour Blvd., Kansas City, Mo.
Paul Corby, 910 Metropolitan Bldg., 33 John R. St., Detroit, Mich.
Harry Copelman, 303 E. 31st, Kansas City, Mo.
EXPORT OFFICE: 71 Water St., New York 5, N. Y.

feature pactra's sensational

'NAMEL COLOR KIT #69

Companion Seller for Every Plastic Kit!

Specially formulated for ALL plastics used in the popular plastic boat, plane and car kits, Pactra's new 'Namel Color Kit #69 gives you an EXTRA sales to every hobby customer! Alert dealers are finding consistent *new profits* by featuring this space-saving, self-selling 'Namel Color Kit *right alongside* their hobby kits!

Order from your jobber today. Start collecting on those extra sales from avid hobby collectors!

NEW formula that welds **ALL** plastic kits . . . easier . . . surer . . . stronger!

pactra's new
C-MENT
Universal Plastic Cement
20c
a bottle
Packed 12 to carton

'NAMEL FEATURES

- **Attractive 3-color self-display package — saves valuable space — does its own selling!**
- **Contains 7 colors and thinner, with mixing chart enabling beginners to do "an expert job" the first time!**
- **Nationally advertised in leading hobby and craft magazines!**
- **Easy-to-purchase "pocket-money" price — 69¢ . . . for quick turnover, fast profits!**

***'NAMEL is recommended for* Revell Quick Construction Kits—Gowland Shipyard Kits—Hawk Model Airplane Kits and all other leading plastic hobby kits.**

pactra CHEMICAL COMPANY
Makers of the Most Complete Line of Model Finishes
213 NO. HIGHLAND AVE. • LOS ANGELES 36, CALIF.

Year Round Toys

by **FLI-BACK** WONDERFUL PLAY VALUE

Always in Demand

FAMOUS

FLI-BACK PADDLE BALL GAMES

The Fastest Selling Low Priced Action Game

WHIRL-KING RETURN TOPS

CHAMPION SPINNING TOPS

SPONGE PLAY BALLS SPONGE RETURN BALLS

SPONGE BASEBALLS

THE FLI-BACK BALLOONS BALLOON STICKS

SALES CORPORATION

HIGH POINT, NORTH CAROLINA

WORLD'S LARGEST DISTRIBUTORS BUY EVERYTHING FROM FLI-BACK

They learn-while they play with **Litho Plate**

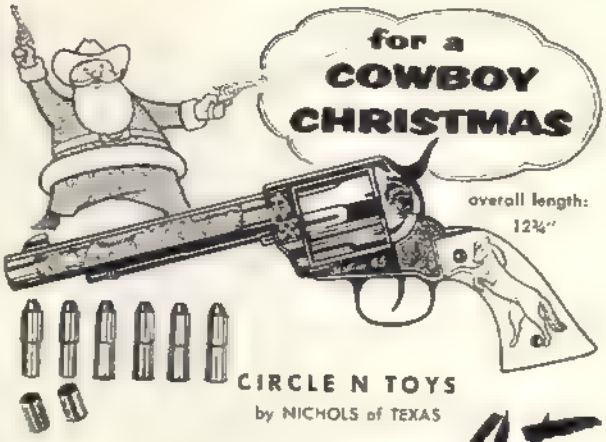
On Permanent Display

200 Fifth Ave.
Room 408
New York City

Extensive refinements have been made in the Litho Plate line of educational blackboards. There is a model for every child regardless of size and age. Parents like the built-in quality and children like the many ways it can be used in play. Dealers like the sales appeal that means faster turnover and bigger profits. Catalog mailed upon request.

RICHMOND SCHOOL FURNITURE

MUNCIE, INDIANA



CIRCLE N TOYS

by NICHOLS of TEXAS

stallion .45

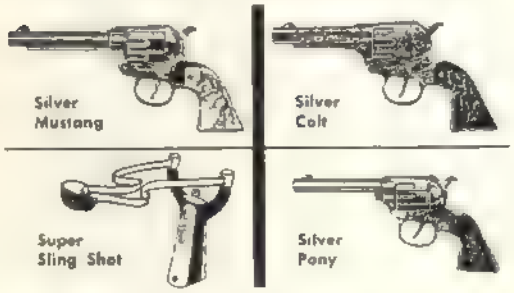
LOADS, SHOOTS SMOKES AND LOOKS EXACTLY LIKE A REAL .45!

1. Six cap cartridges* fit in revolving cylinder.
2. Lustrous mother-of-pearl plastic grip is set with a bright red ruby.
3. All smoke goes out the barrel.
4. No flash-back . . . the safest cap pistol on the market. Each gun is packed in a colorful box, one dozen per case, 15½ pounds.

Order Stallion Round Caps especially made to give good performance in the new cartridge. Five gross packages per case. Shipping weight is eight pounds per case.

*Pat. pend.

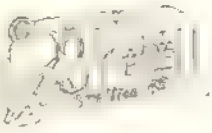
Authentically styled Western cap pistols



BEAUTIFUL, SALES-MAKING DISPLAYS

Available to you without cost

Order this display for the Stallion .45, molded of black, satin-finish plastic. Two other display stands are available also . . . one to show the Silver Mustang, and one to show both the Silver Colt and the Silver Pony. Ask your jobber or sales representative for details.



NICHOLS INDUSTRIES

Pasadena, Texas

SALES REPRESENTATIVES.

Sheldon Company, P.O. Box 3111, Greensboro, North Carolina
Dave Altshuler, 1256 West 7th, Los Angeles, Calif.
L. A. Goldstein, 350 Armour Blvd., Kansas City, Mo.
Paul Corby, 910 Metropolitan Bldg., 33 John R. St., Detroit, Mich.

EXPORT OFFICE: 71 Water St., New York 5, N. Y.

CARAFE SERVERS—Beautiful coffee and beverage servers made of heat resisting glass and decorated with fired-on platinum band. Safe, palm fitting cool-grip handle. Attractive stopper.

4349A220 }
4349AK210—6 or more } 8 cup . . . . . Retail $3.50

4350A250 }
4350AK240—6 or more } 12 cup . . . . . Retail $4.00

INDIVIDUAL CARAFE SERVERS—Same as above except 2 cup size and sold in gift sets of two.

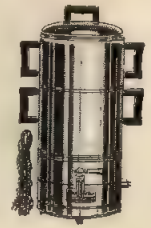
4358A190—Per set }
4358AK180—12 or more } . . . . . Retail $3.00

DRIP COFFEE URN For 24 to 48 cups. For making good coffee in recreation rooms at home, churches, lodges or small restaurants. Makes up to 48 cups of clear coffee, 16 gauge aluminum. Completely enclosed electric base with efficient chromalox heating unit is air cooled. Has high-low-off heat switch. Permanently attached cord. Tomlinson, no-drip faucet and glass gauge. Stamped cup graduations.

5142B2064 . . . . . Retail $30.95

48-CUP DRIP-O-LATOR—Similar to above—Makes up to 48 cups of drip-grind coffee. Height 25". Dia. 10⅝".

5142BX2064 . . . . . Retail $30.95



18-CUP DRIP-O-LATOR URN—Ideal for serving delicious coffee. For smaller cafes, churches, fraternities or home socials. Two-heat chromalox heat unit and control. Tomlinson, No-Drip faucet. 110-120 volts-AC or DC. Overall height 19 in. 20 gauge aluminum water container. 16 gauge bottom. With the Drip-O-Lator method of precision brewing, this coffee urn will deliver full-bodied, delicious coffee.

5141B1577 . . . . . Retail $23.65

NICRO ELECTRIC SHAKER ONLY—Mixes malted, cocktails, egg drinks, etc. Made of clear plastic with chrome plated top and stainless steel agitator. Liquids are dispensed without removing top. Rotary switch. Capacity 32 oz.

5846A500 }Retail
5846AK453—6 or more }$6.95

TRAY AND GLASSES ONLY—Six 3½ oz. crystal cocktail glasses in 6 mist tinted colors. Plastic serving tray. Chrome trim.

5809A334 . . . . . Retail $4.95

For a Complete set as Illustrated, Be Sure to Order Both of the Above Numbers.

DURALUX Electric Percolator

- 8-Cup Capacity
- Fully Automatic

Makes perfect coffee and keeps it hot indefinitely, yet never boils or percolates. Temperature limit holds the flavor in the brew. Durable Chromalox immersion type heating elements with chrome plated brass sheath surrounding fused ceramic. Percolating element is 450 watts—warming element 45 watts. Simply designed thermostat. Cool easy to-grip bakelite handle and base. No drip pouring spout. Smoothly designed and polished for easy cleaning. Made of Virgin Pure aluminum. Complete with 6-ft. UL-approved cord.

5738A1330 }
5738AK1277—6 or more }
Retail $19.95

AUTO-PERK Automatic Percolator

- 12-Cup Capacity!
- Control
- Flavor!
- Keeps Hot!

Fully automatic. Keeps coffee hot indefinitely but never boils or percolates. Flavor always controlled. Set it to your particular brewing preference—just turn the knob for Mild, Medium, Strong or Extra Strong. Mirror finish chrome plated over nickel, with heat resistant handle. Equipped with Westinghouse thermostat. Cold water pump. AC only. 110-120 volts, 500 watts. Height 12". Complete with cord and plug.

5227A1995 }
5227AK1915—6 or more }
Retail $29.95

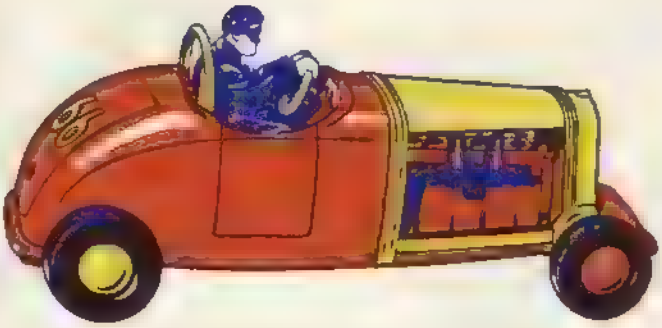
DOMINION "Brew-O-Matic Coffee Maker

- 9-Cup Capacity
- Highly Polished Aluminum
- Completely Automatic

Modern styling with artistic embossing. Made of highly polished heavy gauge aluminum. "Flavor Regulator" dial brews coffee to any desired strength. Indicator jewel lights up when coffee is brewed and continues to glow showing coffee is being kept at proper drinking temperature. Open type spout easily kept clean. Cold-water pump, for rapid brewing. Heavy mar-proof plastic feet. Complete with removable cord set. Plainly marked both outside and inside for number of cups to be brewed. 110-115 volts, AC.

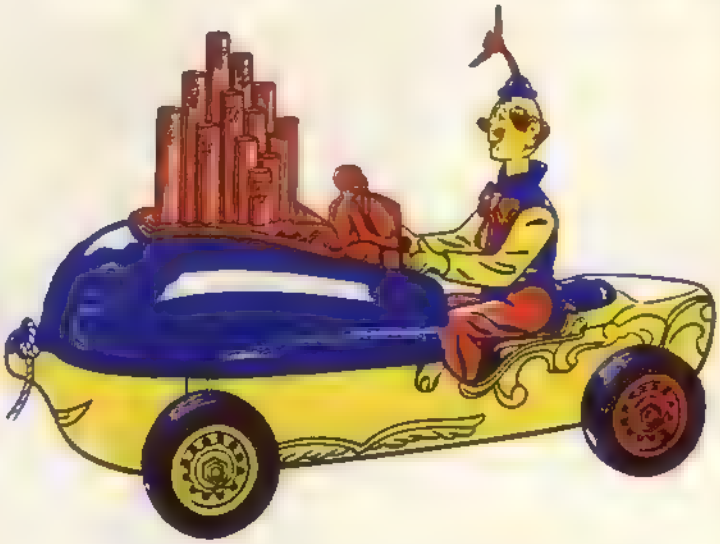
5878A1269 }
5878AK1213—6 or more }
Retail $16.95

the TOYS to see for '53 — NOSCO



ROARING ROADSTER No. 6645

A fast friction motor toy with removable hood.
Individually packaged.



HAPPY HARRY No. 6500

A musical action pull toy.
Individually packaged.

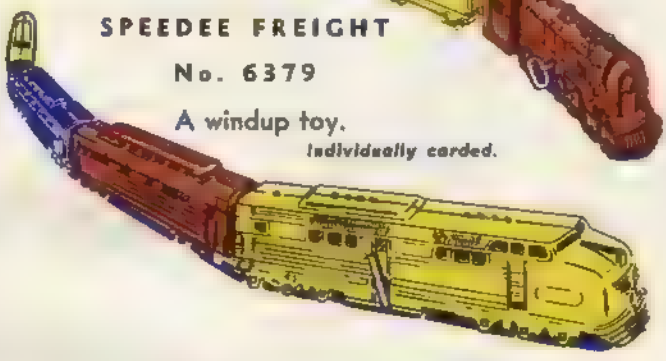
LOONEY LOCO No. 6650

A wiggly action pull toy.
Individually packaged

AIRPLANE U-BUILD-IT KIT No. 6555

A 29 part kit to build airplane with friction motor and visible engine. Complete instructions.
Individually packaged.

SPEEDEE FREIGHT
No. 6379
A windup toy.
Individually carded.



TRAIN of TOMORROW No. 6322

A windup toy. *Individually carded.*

HOT ROD U-BUILD-IT KIT No. 6492

A 44 part kit to build hot rod with friction motor and visible engine. Complete instructions.
Individually packaged

Send for catalog of complete line

VISIT OUR NEW SHOWROOMS

ROOM 263 FIFTH AVE. BLDG. — ROOM 723 HOTEL NEW YORKER

Nosco PLASTICS ERIE, PA.

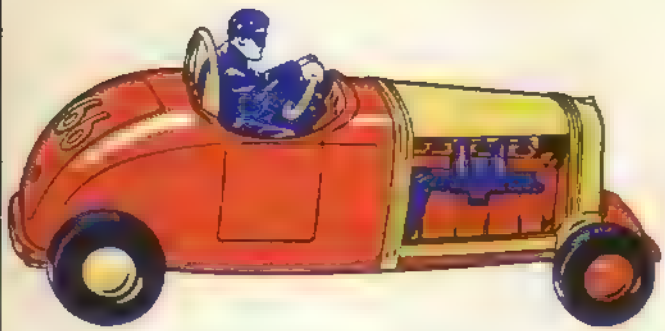
NEW YORK SHOWROOM: 200 FIFTH AVENUE

Address all correspondence to Erie, Pa

NOSCO "7"

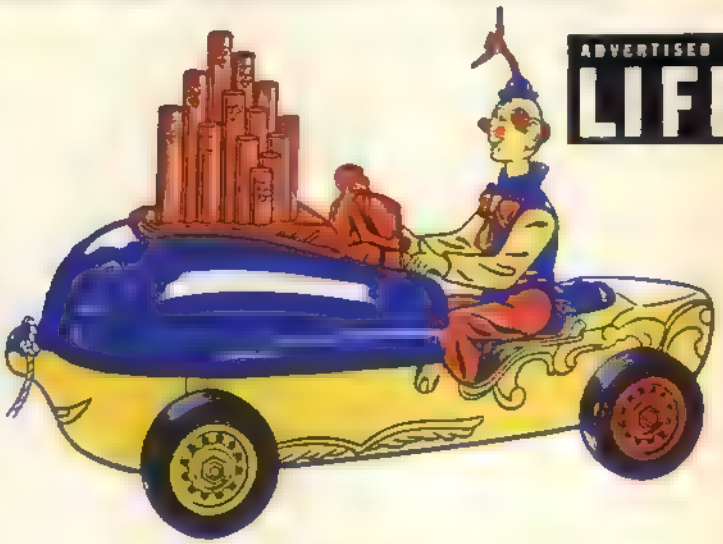
A NATURAL FOR GREATER HOLIDAY VOLUME

ADVERTISED IN LIFE



ROARING ROADSTER NO. 6645

A fast friction motor toy with siren. Individually packaged. Size: 8" long, 3⅞" wide, 3¼" high. Retail 98c.



HAPPY HARRY NO. 6500

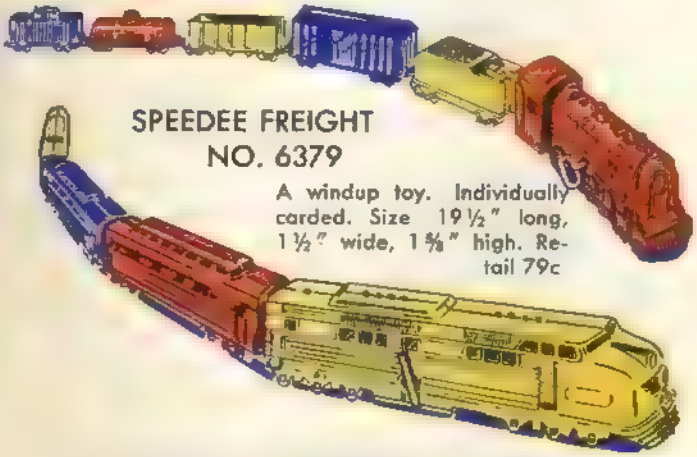
A musical action pull toy. Individually packaged. Size: 11¼" long, 5⅝" wide, 5⅝" high. Retail $2.49.

LOONEY LOCO NO. 6650

A wiggly action pull toy. Individually packaged. Size: 13⅞" long, 2⅜" wide, 2⅝" high. Retail 79c.

AIRPLANE U-BUILD-IT KIT NO. 6555

A 29 part kit to build airplane with friction motor and visible engine. Complete instructions. Individually packaged: Size: 9⅜" long, 7⅝" wide, 3⅜" high. Retail 98c.



SPEEDEE FREIGHT NO. 6379

A windup toy. Individually carded. Size 19½" long, 1½" wide, 1⅝" high. Retail 79c

TRAIN OF TOMORROW NO. 6322

A windup toy. Individually carded. Size: 21" long. 1¼" wide, 1¼" high. Retail 79c.

HOT ROD U-BUILD-IT KIT NO. 6492

A 44 part kit to build hot rod with friction motor, siren and visible engine. Complete instructions. Individually packaged. Size 10¼" long, 5" wide, 4¼" high. Retail $2.49.

Get ready for Christmas traffic—stock and display the Nosco "natural 7". Designed for a wide age range, Nosco action-packed toys are appealing, safe and full of fun. Colorful packages and displays increase traffic and build toy sales. Write for catalog showing the entire Nosco line.

Nosco PLASTICS ERIE, PA.

NEW YORK SHOWROOM, 200 FIFTH AVENUE

Address all correspondence to Erie, Pa.

NOSCO'S U·BUILD·IT Kit

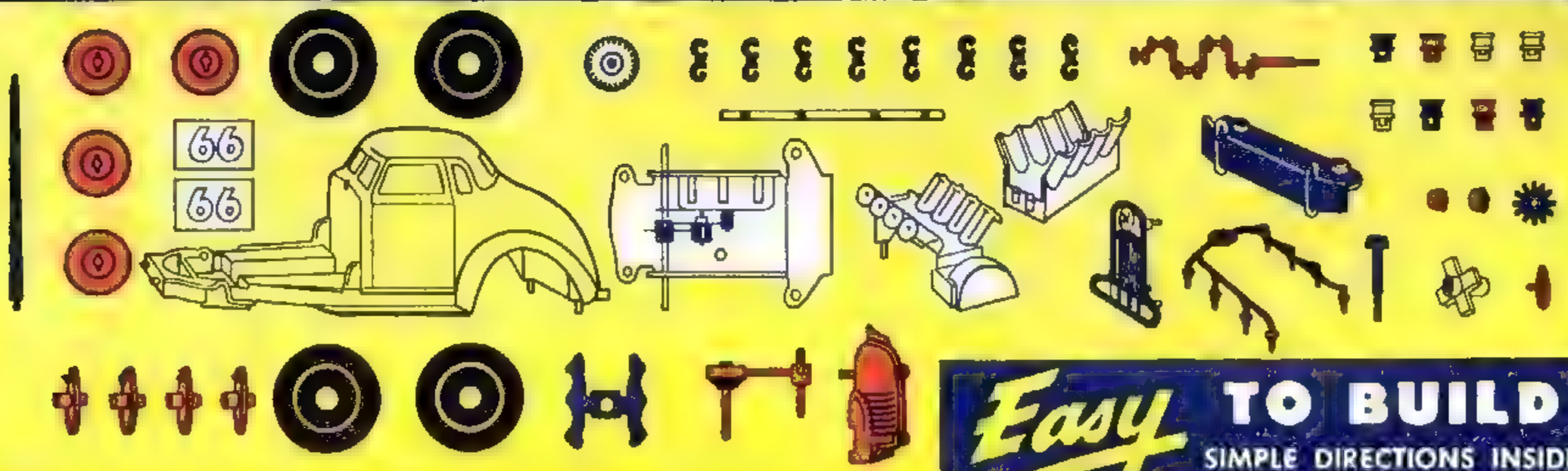
Vee·8 STOCK CAR Racer

50 PIECES

CLEAR PLASTIC ENGINE

See it Work-Siren-Friction Motor

50 Parts ··· WITH STRONG FRICTION MOTOR



Easy TO BUILD

SIMPLE DIRECTIONS INSIDE

Nosco PLASTICS ERIE, PA.

NEW YORK SHOWROOM: 200 FIFTH AVENUE

Address all correspondence to Erie, Pa.

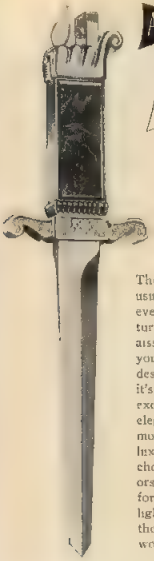
BUYING INFORMATION

Catalog No. 6564

In colorful individual package. Size of completed car: 9¼" long, 3½" wide, 3½" high. Multicolored parts. Packed 24 kits and 1 complete model to a carton. Shipping weight 41 lbs. Terms—2% 10 days, net 30 days. F. O. B. Erie, Pa., U. S. A.

HANDSOME TABLE LIGHTERS

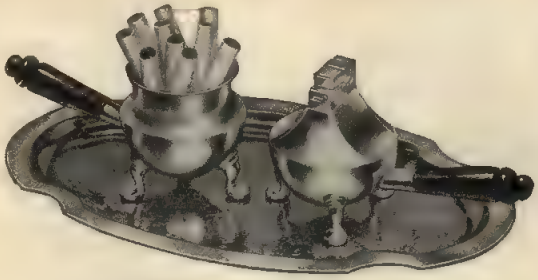
ASR Ascot LIGHTERS



FLORENTINE DAGGER LIGHTER

Cigarette lighter!
Letter opener!
Paperweight!
Desk ornament!

The most striking and unusual table lighter you've ever seen. Ascot has recaptured the artistry of the Renaissance craftsmen to bring you a lighter so authentic in design, so richly finished that it's truly a work of art, an exciting gift for the most elegant office and for the most distinguished home. In luxurious gold finish with a choice of 3 beautiful hilt colors. Recognized everywhere for their performance, Ascot lighters are also known as the most beautiful in the world



ASR ASCOT HERITAGE 3-PIECE LIGHTER SET

A set of extraordinary beauty. Colonial Americana design created for the most modern background. Set includes famed Heritage table lighter with "light switch" action, that opens and lights in one smooth motion, and year-long flint, plus companion cigarette server and handsome matching tray. Lighter has extra large fuel capacity. Both lighter and server have satin-smooth ebony tenite handles. Finished in gleaming rhodium, tarnish proof.

2916C1797—Rhodium finish set	Retail	$29.95
2917C1797—Brass finish	Retail	29.95
2918C897—Heritage lighter only, rhodium finish	Retail	14.95
2919C897—Heritage lighter only, brass finish	Retail	14.95
29007CU897—Heritage lighter only, silverplated finish	Retail	14.95
29008CU1797—Heritage set, silverplated finish	Retail	29.95

ASR NEW PAGODA LIGHTER

A precious lighter that combines unusual beauty with sterling performance. Gold finish with rich lucite body. An Oriental inspired design. Specify ebony black, jade green, or Orient red lucite. In handsome gift box.

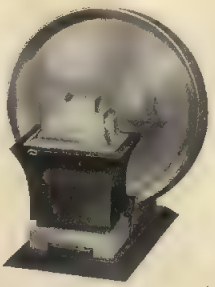
2935C837 . . . . . Retail $13.95

PACKAGED IN 2 INTERESTING WAYS

FLORENTINE LIGHTER IN SHEATH

A distinguished gold-stamped sheath that encases the letter-opener blade of this handsome lighter. In colors to complement the hilt of the dagger

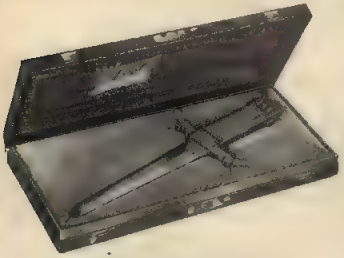
29000C1197—Black onyx	Retail	$19.95
29001C1197—Jade green	Retail	19.95
29002C1197—Beige onyx	Retail	19.95



ASR PAGODA LIGHTER SET

Styled in Oriental beauty. Set includes Pagoda lighter, four golden ash trays and a compact, ebony black utility stand. The lighter in gold finish with rich lucite body in three decorator colors—ebony black jade green, Orient red. Specify colors you wish

2934C957 . . . . . Retail $15.95



FLORENTINE LIGHTER IN CASE

The case is a replica of a famous old dueling case—a case that will be treasured along with the lighter. Handsomely designed

29003C1197—Black onyx	Retail	$19.95
29004C1197—Jade green	Retail	19.95
29005C1197—Beige onyx	Retail	19.95

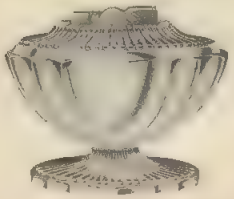
ASR CLASSIC LIGHTER

A perennial favorite sculptured in classic Grecian design. A lighter worthy of the finest home. Non tarnish rhodium-finish metal with a soft, lustrous gleam. The lighter with the famous ASR "light-switch" action for an instant light

2920C897 . . . . . Retail $14.95

WITH LUCITE BODY—Available in beige, green, blue and black. Gold finish metal base. Non taxable. Specify color

29006C597 . . . . . Retail $9.95



SELECTED NOVELTY CIGARETTE LIGHTERS . . .

A

B

(A) MUSICAL CRUSADER TABLE LIGHTER—Swiss Musical Movement concealed in base plays a tune when lighter is lifted—stops when put down. Chrome plated base and knight with contrasting black trim. Never failing mechanism. Height 5 in.
3003C600 ..... **Retail $11.95**

(B) KNIGHT-IN-ARMOR TABLE LIGHTER—A full length knight finished in sparkling chrome with harmonizing black plastic base. To operate just press front of head. Always lights.
3015C450—7 in. ..... **Retail $8.95**

(C) MARINE MUSICAL TABLE LIGHTER—Imported Swiss Musical Movement concealed in fluted base. When lighter is lifted, a popular tune starts playing, stops when set down. A flick of the nautical wheel pops up the light. Chrome finish. 7 in. high. F.T. list $11.95.
4043C600 ..... **Retail $11.95**

(D) MARINE LIGHTER—Just a flick of the nautical wheel lights up this distinctive Marine table lighter. All chrome body holds extra capacity of fluid. Reliable lighter mechanism. Overall height 5 in.
3014C325 ..... **Retail $5.95**

C

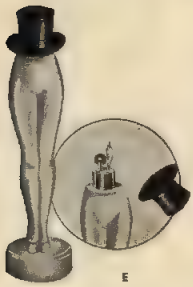
D

(E) CUTIE TABLE LIGHTER. A novel table lighter made of quality plastic. Has an ivory finished base with black top hat. Merely take off hat to use. Overall height 4¾ in.
3012C65
3012CK60—12 or more } ..... **Retail $1.00**

(F) REGENS AUTOMATIC STORM LIGHTER—A dependable lighter with a special fuel tank which prevents rapid evaporation—slides out to light pipe. Chrome finish.
3036C160
3036CK150—12 or more } ..... **Retail $2.50**

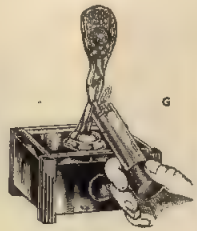
(G) SILENT FLAME CIGARETTE LIGHTER—A novel, durable lighter with base of dark wood grain plastic. Attractive metal figure. Lighter shaft concealed in base. Operates electrically to ignite flame. Furnished with 2 flashlight cells. Height 5 in.
3008C180
3008CK175—12 or more } ..... **Retail $2.85**

(K) AIRPLANE TABLE LIGHTER—Highly polished chrome body. Semi-automatic lighter. Size 3¼x6x5 in. A twirl of the propeller and it's lit.
3016C375 ..... **Retail $7.00**



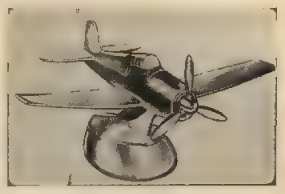
E

F

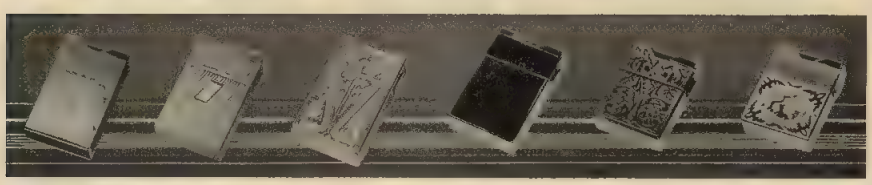


G

K



ELGIN AMERICAN *American Beauty* CIGARETTE LIGHTERS



"Magic Action" lighter. Bright silver design on satin silver finish background. Size 2⅛" x 1¼".
2959C420 Retl. $6.95

"Magic Action" lighter in glistening silver finish. Smart diagonal lines and monogram shield, brightly polished. Size 2⅛" x 1¼".
2960C420 Retl. $6.95

"Magic Action" lighter. Decorative design of gleaming polished silver on matte finish background. Size 2⅛" x 1¼".
2961C420. Retl. $6.95

"Magic Action" lighter. Distinctive tortoise shell of baked enamel, front and back. Lustrous silver finish sides. Size 2⅛" x 1¼".
2962C420. Retl. $6.95

Magic Action" lighter. Elegant silver floral pattern richly enhanced on satin finish background. Size 1¾" x 1¼".
2963C430. Retl. $7.50

' Mag c Action" lighter. Glorious with enchanting Chinese motif. Gleaming silver finish background and edge. Size 1¾" x 1¼ .
2964C600 Retl. $9.95

The first name
in pre-school toys

HOLGATE TOYS

train as well as entertain

Famous Holgate Toys are in constant demand because they have proved so effective in child development.

Holgate's complete line covers the child's growing needs from 6 months to 8 years. Approved by pediatricians and educators.

Easier to sell because Holgate advertising pre-sells your customers!

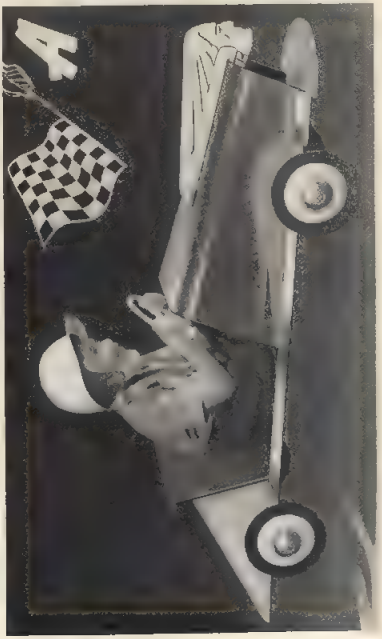
HOLGATE BROTHERS CO., Kane, Pa.

Offices and Showrooms in
NEW YORK · 200 FIFTH AVENUE
CHICAGO · 1424-A MERCHANDISE MART
SAN FRANCISCO · 1355 MARKET STREET
DALLAS · 298 MERCHANDISE MART

SURE WINNER
FOR THE SIX TO TWELVE AGE GROUP

THE NOVEL *Pedal-Mobile* SPORTSCAR
A COMPLETE EDUCATIONAL CONSTRUCTION KIT
FOR DAD AND LAD

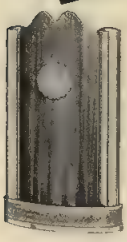
- ALL STEEL CHASSIS
- STEERS LIKE AN AUTOMOBILE
- 68 INCHES LONG . . . FROM BUMPER TO BUMPER



DON'T FAIL TO SEE IT...SUITE 1010, HOTEL NEW YORKER

NOVEL PRODUCTS CORPORATION
2120 North Menard Avenue • Chicago 39, Illinois

NUTONE DOOR CHIMES



(A)

(A) "SYMPHONIC"—8-note Westminster chime only 14" high. Walnut-finish cover with satin brass resonator tubes and brass gallery decoration. Special brass-alloy tone bars. Telechron motor selector switch to sound 8 notes for front door or only 4—1 note rear door and for third door. Complete with 24V transformer. 8"x14"x3¼" deep.
5380A2243
5380AK2070—3 or more ..... **Retail $34.50**

(B) NON-ELECTRIC CHIME—Complete with forged brass personal nameplate. Sounds 1 note each time knob is pulled and released. Can't get out of order. Weather and tarnish proof. Fits doors up to 2¼" thick. 2"x5⅝" high.
5381A293
5381AK270—3 or more ..... **Retail $4.50**

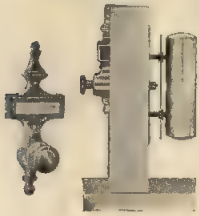
(C) "MT. VERNON"—Colonial elegance in hammered brass. Sounds two stately notes for front door, one for rear door. Tarnish-proof. Gift packaged. 7"x11¾"x3¾" deep.
5379A683
5379AK630—3 or more ..... **Retail $10.50**

(D) "COMMANDER"—Sleek beauty of ivory plastic with brass tubes or white with chrome (specify choice). Sounds 2 rich notes for front door, one for rear door. 7"x6¾"x 2¾" deep.
5383A471
5383AK435—3 or more ..... **Retail $7.25**

(E) "LEADER"—Two notes, front door—one note rear door. All metal cover in white enamel with chrome louvre or Ivory with satin-brass (please specify). 7"x4½"x 2¼" deep.
5382A276
5382AK255—3 or more ..... **Retail $14.50**

(F) "CONTINENTAL"—Stunning Ivory plastic cover with satin brass trim blends with 3 long brass tubes (center tube for decoration only). Nu-Tone power unit for exquisite tone. 2 notes front door, 1 note for rear door. 7¾"x41¾"x3" deep
5384A943
5384AK870—3 or more ..... **Retail $14.50**

(F)



(B)

(C)

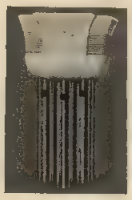
(D)

(E)

Rittenhouse Chime Signals

(G)

America's finest chime signals. The best in style, charm and tone perfection The Rittenhouse "Floating Percussion Unit" eliminates chime static and striking plungers—insures long life. Features exclusive "Golden Tone" -clearer and more melodious than ever



(H)

(G) THE BUILDER—An inexpensive long tube model. 2 notes for front door, 1 for rear Specity new walnut grained wood finish or ivory enamel housing. 2 natural lacquered brass tubes. Operates on standard bell transformer. 7⅛"x43"x2¼" deep.
5394A645
5394AK598—3 or more ..... **Retail $9.95**

(H) THE BEVERLY A popular model where space saving is important Ivory plastic housing. 3 brushed brass tubes. Has a melody of either 3 or 4 note sequence with additional note for rear door. Volume control. Special transformer included. 9"x15¾" x3¾" deep
5390A1770
5390AK1650—3 or more ..... **Retail $27.50**

(J) THE SENTINEL—Low priced, but tops in style and performance. 3 tubes, brushed brass finish. Ivory plastic housing with gold finished decorative emblem. 2 notes front door, 1 note rear. Special transformer included 9"x15¾"x3½" deep
5391A957
5391AK896—3 or more ..... **Retail $14.95**

(K) THE BROOKDALE Smart simplicity. Specify white and chrome or ivory and brass finish. 2 notes for front door, 1 for rear. Easily installed on regular doorbell circuit. 7"x9¾"x2¼" deep.
5392A450
5392AK418—3 or more ..... **Retail $6.95**

(L) THE DORSET Designed by famous Norman Bel Geddes. Distinctive ivory plastic housing. 2 clear notes front door, 1 note for rear. Operates on bell transformer. 9¼"x10"x3" deep.
5393A580
5393AK537—3 or more ..... **Retail $8.95**

(J)

(K)

(L)

THE SPACE GUN FOR THE SPACE YEAR

Shoot your profits way up!

RETAILS FOR $1.98

NU-AGE SPACE SMOKE RING GUN

PELLETS BRING REPEAT SALES

The repeat demand for refill pellets builds more sales for the dealer on all his other items

BOOK OF PELLETS 5¢ RETAIL

SALES AIDS HELP BOOST SALES

Colorful Counter Display and Window Streamer attract customers and create sales . . . This 3-dimensional display actually holds a *Smoke Ring Gun* and eliminates the need for demonstration or loose merchandise on the counter. The cost of the display, including gun is liquidated by the first sale. Display shipped postage prepaid

Sole Sales Representatives
HENRY KATZ
FACTORY LINES INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10 N Y

NU-AGE PRODUCTS CO., INC.
BEVERLY HILLS, CALIF.

KENTON Cast Iron TOYS

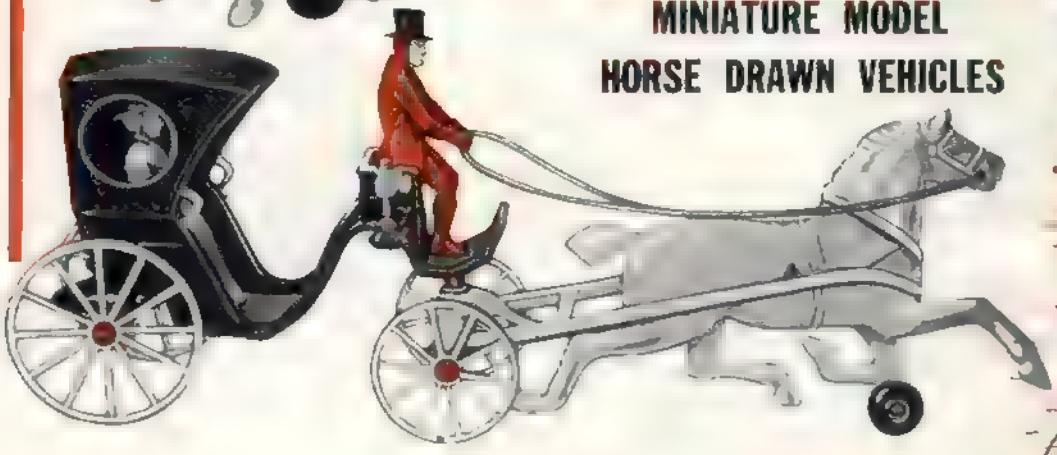
QUALITY LEADERS FOR OVER 50 YEARS

Surrey with Fringed Top and Hansom Cab . . .

Two new exact Cast Iron Miniatures with universal Child-Appeal. Riders, Drivers and Surrey Top removable for added PLAY VALUE.

See our wide selection of:

MINIATURE MODEL HORSE DRAWN VEHICLES



Sole Sales Representatives

HENRY KATZ

200 FIFTH AVENUE ROOM 540

NEW YORK 10, N. Y.

THE KENTON HARDWARE COMPANY

KENTON, OHIO

NY-LINT TOYS

NEW FOR 53

TOY FAIR

ROOM 616, HOTEL NEW YORKER

Permanent Showrooms

Room 450 — 200 Fifth Ave. Bldg.

Exciting, all-new "Super-Truck" for every youngster . . . styled after the famous Tournahauler made by R.G.LeTourneau, Inc., of Peoria, Illinois . . . designed to haul working equipment to the scene of action. Carries any Ny-Lint Scale Model Loads by cable and hook operated by crank-turned winch. Has pull-out rear ramp which raises or lowers rear stop fence. Double-pivoted front and rear units, separately rocker pivoted rear wheels. Rugged steel construction, sprayed baked-enamel finish, rubber-tired metal wheels

NO. 1700 Tournahauler

NO. 1800 TraveLoader

WILL APPEAR IN **LIFE**

*True-scale model of the famous Adams TraveLoader built by J. D. Adams Mfg. Co., Indianapolis, Indiana.

fascinating new real-action toy* that loads from windrows or piles as it moves along. Hand-crank powered, 15 shovel blades on a belt continuously scoop material onto ribbed rubber conveyor belt which carries it up runway and drops it into waiting Tournahopper, Tournarocker, or other truck. Rugged steel construction, sprayed baked-enamel finish, 3-¾" diameter rubber-tired metal wheels

No. 1500 TOURNAHOPPER

No. 1400 ROADGRADER

No. 1300 TOURNAROCKER

No. 1600 PAYLOADER

Complete Line

Six top-flight items (including the two new ones described above) — excitingly realistic in appearance and action, as carefully engineered and constructed as real working equipment! That's the NY-LINT line for 1953 — designed and manufactured to deliver outstanding high quality at remarkably low cost. NY-LINT is ready for your 1953 orders *now*. NY-LINT Toys have earned your careful consideration . . . make it a point to see them *all* at the March Toy Fair, and decide for yourself!

NY-LINT TOYS

With another year coming to a close, we recognize the importance of your friendship and good will toward our success and we take this occasion to express our appreciation. The year of 1953 has brought to us many fine new friends in the business world of toys, friends whose acquaintance we honor and whose continued friendship we aim our utmost to keep. You people have been responsible for the liveliest year in our history; for this we ask you to accept our sincerest "many, many thanks" . . .

WE DO REGRET that a combination of unforseen circumstances made it necessary for us to ask your forebearance. For months, now, we have been unable to accept additional orders and have had difficulty in some quarters in fulfilling our shipping commitments 100% by the Christmas season. However, we are bending every effort and straining our facilities to the extreme to do the very best we can for all of you. Next year we shall try to improve matters in many ways, and we hope we can earn your continued good regard . . . and your continued orders for those fine Ny-Lint Toys.

NY-LINT TOOL & MFG. CO., 1823 SIXTEENTH AVE., ROCKFORD, ILLINOIS

NEW ITEMS FORTHCOMING IN LEVY & FRYER LINES

Levy & Fryer, national sales representatives, Room 1453, 200 Fifth Avenue, New York, have announced the introduction of numerous new items by the seven well-known firms whose lines they handle.

All the products mentioned, states Jerry Fryer, will be on display during the Toy Fair and include, from F. C. Castelli Company, an all-steel folding table and chair set that is termed a "first" in that it is

Jerry Fryer

suitable for use both indoors and out. It will retail at $10.

Peter Puppet Playthings, Inc., which has, from the first of the year, been licensed to produce Howdy Doody Hand Puppets, are turning these out in the $1 range. A paramount feature of these puppets are their moving eyes.

In addition, Mr. Fryer revealed, this company is now manufacturing marionettes based on the Howdy Doody characters, Dilly Dally and Mr. Bluster. A tie-in with Disney's movie, "Peter Pan," has been established and the company will soon release marionettes based on Peter Pan himself, Wendy and Captain Hook.

A third member of the Levy & Fryer family of manufacturers, Replogle Globes, Inc., will present four new items - a Global Quiz Game at $2.95; a Space Globe Game called "Blast-Off," at $3.95; a new, higher-priced version of the Stamp Album Globe; and a "popular priced" children's record rack and child's play table.

"We enjoyed a fabulously successful year in 1952 with Replogle's fine products," Mr. Fryer stated, "and we expect to do even better in '53."

Turning to Russell Manufacturing Company, Mr. Fryer announced that that firm has entered the larger size card field with the introduction of a deluxe assortment of the Howdy Doody Children's Card Games —retailed at 25 cents apiece.

Meanwhile, Bender Playground Equipment Company, Mr. Fryer continued, is coming out with what they consider the most complete line of quality gym sets and slides to be found on the market today. "The items in the line," Mr. Freyer emphasized, "have been completely redesigned repriced and re-merchandised. A new, second factory being opened this month (in January) will mean a doubled production capacity for the Bender Company."

Another in the line-up of companies represented by Levy & Fryer, B & M Sportoys, is introducing new, floor-platform striking bags in the lower-priced field, while the seventh, Vanguard Corporation, will, in addition to presenting its general Spring and warm-weather lines, come out with a line of inflatables aimed at the Christmas market.

MARTIN RUBBER INTRODUCING LINE OF WATER PLAYTHINGS

Walter L. Tepper, president of the Martin Rubber Company, Long Branch, New Jersey, has announced that his company is bringing out a complete line of swimming accessories marketed under the name of King Neptune. Each item in this line will be manufactured of natural gum rubber and will include King Neptune swim masks, swim fins, goggles and ear protectors and nose protectors.

According to Mr. Tepper, this line was designed and packaged to sell fast. Each item is packaged attractively, singly or in sets. The boxes can be used for pop-up counter displays.

The King Neptune swim masks and goggles will have unbreakable lenses for clear underwater vision, and the complete line, according to Mr. Tepper, will be suitable for all age groups for the greater enjoyment of water sports.

Information can be obtained, it is announced, by writing directly to the Martin Rubber Company, Long Branch, New Jersey.

Old Timers in Ford Museum

In the photo above, A. J. Koveleski, right, of the Scranton Hobby Center, 315 Adams Avenue, Scranton, Pa., is shown with William Clay Ford, president of the Ford Museum, which is located in Greenfield Village, Detroit.

The museum, which is well known to fanciers of antique autos especially, contains one of the finest displays of old cars in the country as well as industrial equipment and numerous art pieces gathered by Henry Ford himself.

On the day this shot was taken, Mr. Koveleski personally presented William Clay Ford with a complete set of Hudson Minatures' Old Timers—a gift that was gratefully received by the museum's president and his staff. In receiving the models, Mr. Ford commented that they were "the finest scale models I have ever seen." They are to be on permanent display in the museum.

OAK RUBBER ADDS TO SQUEEZE-ME LINE

A new addition to Oak Rubber Company's line of Squeeze-Me Toys is the below-illustrated Sylvester, Warner

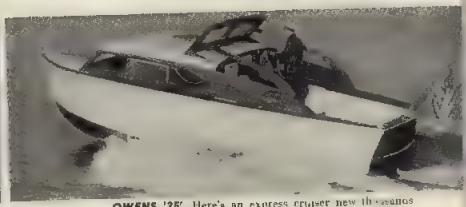
Brothers' well-known movie and comic character.

A soft rubber toy with a safe whistle, Sylvester has been enclosed by the Ravenna, Ohio, manufacturer in an original box made to resemble a garbage can. Retail price of the item is 59 cents.

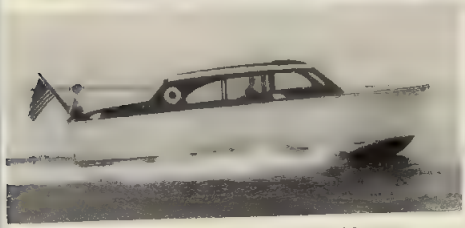
OWENS '31' FLAGSHIP EXPRESS. An ideal cruiser. Sleeps six in two-cabin privacy. Husky, seaworthy, dry. Speeds to 30 m.p.h.

OWENS New LUXURY... Smartness, Styling, Seaworthiness

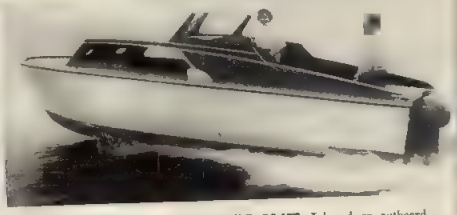
COMING! NEW OWENS '36' and '44' FLAGSHIPS. Real blue water cruisers of highest quality . . . for the man who wants the best



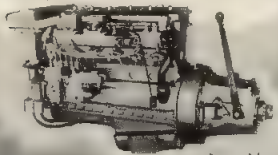
OWENS '25'. Here's an express cruiser new thousands can afford. Solid mahogany planking. Speeds to 40 m.p.h.



OWENS '31' DE LUXE SEDAN. Revel in roominess! Lustrous mahogany and bright chrome. Priced with 27-28 footers.



OWENS '21' ASSEMBLED KIT CRAFT. Inboard or outboard. Sleeps two; galley, "head", roomy cabin and cockpit. From $990



Flagship Marine Engines . . . First among commercial owners, whose life and livelihood depend on performance. Gas and diesel, 6½ to 165 H.P. Relax! It's a Flagship"

Marine Engines

See Your Friendly Owens Dealer

Owens Flagships

Baltimore 22, Md.

Motor Yachts · Cruisers · Runabouts · Kit-Craft

Here's The Million Dollar Promotion With

Peter Pan Magic

COPYRIGHT
WALT DISNEY
PRODUCTIONS

DISNEYLAND Walking Doll

plus **3** COSTUMES and ACCESSORIES to dress the doll as

PETER PAN, WENDY, & TINKER BELL

- ★ 11" of loveliness.
- ★ She walks—turns her head!
- ★ Washable hair to curl and wave!
- ★ 3 complete costumes to dress and change the Disneyland doll into Peter Pan, Wendy, or Tinker Bell!
- ★ Lots of fun to turn one doll into 3 adorable Peter Pan characters that will live in your hearts forever.
- ★ Handsomely gift boxed . . . retails **$4.98**

Visit our showrooms or our exhibit at the Hotel New Yorker, Room 1122

P.M.A.

EVERY LITTLE GIRL'S DREAM COME TRUE!

"Wendy Walkalong"

Trade Mark Reg

AND HER HOLLYWOOD WARDROBE

Nobody, but nobody can top this new P.M.A. Doll hit. It has everything little girls dream of . . . 36 breath-taking, sales-making features. Unlock the swinging doors of the handsome, wood-grained wardrobe (16" x 17") — and you've opened a treasure chest of joy. Look! — there's gorgeous, life-like "Wendy Walkalong" . . . 16" of loveliness. "Wendy" does everything to steal your heart away. Walks! Sits! Turns her head! Has "go-to-sleep" eyes! Her Saran hair can be waved and curled. And those Paris-inspired costumes and accessories make "Wendy" the best-dressed "girl" in all Dolldom. It's the most wonderful Christmas lay-away item you've had in years. Order today for immediate display.

Retails for $14.95 COMPLETE

Another **P***rofit* **M***aking* **A***ngel from*

P.M.A. Dolls, Inc.

200 FIFTH AVENUE • NEW YORK 10, N. Y. • ROOM 451

LATEST TOY SENSATION!

50 MILLION DICK TRACY FANS

THE DICK TRACY COMIC STRIP APPEARS IN OVER 430 NEWSPAPERS FROM COAST TO COAST

- TERRIFIC XMAS ITEM
- TREMENDOUS NOVELTY FOR YOUNG AND OLD
- TAKES REAL FINGERPRINTS LIKE FBI AND POLICE DEPTS.

RETAIL PRICE 1.98

WILL SELL ITSELF!

FULL 4 COLOR BOX!
9½" x 12½" x 1½"
2 DOZ. PER CARTON

ADV. MATS ON REQUEST

REGULAR DISCOUNTS

RUSH SAMPLE ORDER TODAY

IMMEDIATE DELIVERY

Sales Reps. Some Territories

PARLIAMENT MFG. CO.
1601 S. MICHIGAN, CHICAGO, ILL.

RIEMANN, SEABREY COMPANY

INCORPORATED

★ ★

45 YEARS OF SERVICE AND STILL

Your Dependable Source of Supply for Toys

★ ★

DIRECT FACTORY SALESMEN
1107 BROADWAY (At 24th St.)
NEW YORK CITY

KEEP SALES FLYIN' with Jet-chute

Adds — ACTION!

Adds — THRILLS! to Kite Flying

Complete Assembly or—Kit Form

FIGHTER JET PLANE 3 color Plastic model 9" long needle nose, automatic 'Chute ejector

PARACHUTE—folded ready for ejection EXTRA 'CHUTE FREE!

SPACE PILOT—Plastic model full flight gear and armed! Attached to parachute

NEW! BIG! Sells on Sight!

Jet-fighter plane operates on kite string. Flies, ejects Chute and Space pilot. Returns on string. Colorful box, 24 to carton. Assembled Unit $.19. Knockdown Kit 8¢. Jammed into Xmas deliveries. Follow kite-flying seasons—order now! Photos, folders, prices on request

Jobbers, Chains, Representatives—Write

JET CHUTE COMPANY
208 Bernet St., Dept. TN, Fort Worth, Texas

EXTRA PARRIS SHOOTING STAR EXTRA

Vol. 1—No. 3 Toy Fair Edition—March 9-18, 1953 Room 629, Hotel New Yorker

SEE PARRIS ORIGINALS!

PLA-GUNS, TRAINERIFLES

M-20 Small Fry Clicker TraineRifle, 23½ inches long

M-21 Junior Clicker TraineRifle, 27½ in.

M-22 Clicker TraineRifle, 35½ in.

M-23 Super TraineRifle 35½ in.

M-1 Cork-Shooting TraineRifle. This favorite lever-action model and five other sizes of cork-shooters are offered by Parris.

PARRIS MFG. CO.—Savannah, Tenn.

EASTERN SALES OFFICE, RM. 453, 200 FIFTH AVE. BLDG.

A Sponsor Of The National Catfish Derby

New Models, Too

At this year's Toy Fair, you'll see a whole series of brand new models as well as the all-time favorites that have made Parris the buy-word in military guns for all ages. Both cork shooters and clicker types are offered. Every gun has a highly-finished genuine wood stock.

Make A Note NOW

Better write down the location of the Parris Toy Fair display while you're thinking about it. That's Room 629, Hotel New Yorker.

PRICE REDUCTION!

Increased production in our new plant at Savannah, Tennessee, has made it possible to give healthy price reductions on Parris guns for 1953.

Send In Coupon Now
FOR NEW PRICES, DISCOUNTS

PARRIS MFG. CO. Dept. P.
Savannah, Tennessee

Please send me NEW 1953 price list for Parris TraineRifles at no obligation. Also send samples of.

☐ Clicker Models ☐ Cork-Shooters and bill me at regular discount.

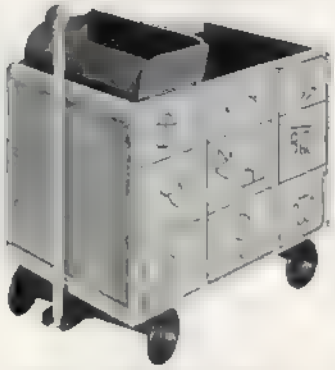
NAME_____

COMPANY_____

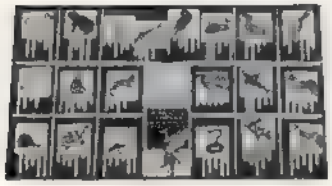
ADDRESS_____

CITY_____ STATE_____

AT THE TOY FAIR IT'S ROOM 514 NEW YORKER



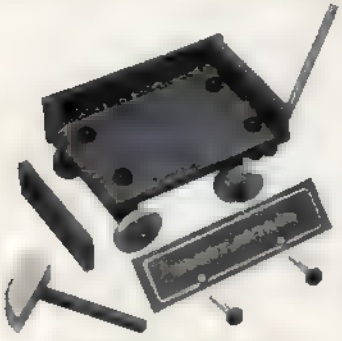
TOY CHESTS EXTRAORDINARY



GAMES

ALPHABET LETTERS

MADE OF WOOD SAFE FOR PLAY



PUT-TOGETHER SETS

PUZZLES

A VERY NEW ACTIVITY SET

• See these and many other outstanding toys in this wonderful line of educational playthings.

PRODUCT OF A. I. ROOT CO.

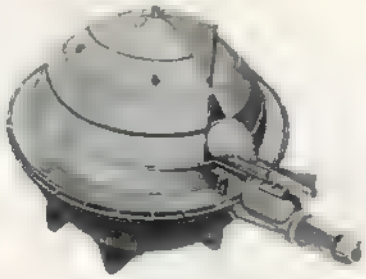
SHEPHARD TOYS

A WONDERFUL LINE OF EDUCATIONAL PLAYTHINGS

REGIS PLASTICS PRODUCING TWO NEW SPACE ITEMS

Ready for the growing number of junior space travelers are two new interplanetary toys being introduced at the Toy Fair by the Regis Plastics Corporation, 449 N. Doheny Drive, Beverly Hills, Calif. Both are $2.95 retailers.

One of the two is a combination bank and toy that lights up the way for young trail blazers wherever a coin is deposited. This colorful item is termed a "most economical way for the youngsters to save up



for a trip to the moon." The other toy, said to be the only authorized Space Patrol Emergency Kit, is a practical toy with many uses in "outer space" as well as in the child's room. Both are designed in a variety of colors and molded in high quality polystyrene.

Both the bank and the emergency kit are authorized by the outstanding nation-wide television show, "Space Patrol" with a loyal audience of over 20,000,000. This is

reportedly the original "space" program and one whose devoted followers have approved and purchased over 75 items bearing its name.

These authentic space toys will be previewed at the Toy Fair, New York and thereafter on the Space Patrol television program.

Regis Plastics products are to be distributed nationwide by the well-known toy sales organization, Henry Katz, Inc., Room 540, 200 Fifth Ave., New York City, New York.

The Original **PARRIS**
TraineRifles

With Genuine
WOOD STOCKS
—A Size For Every Age

Complete line of lever-action, cork-shooting models, too

PARRIS MFG. CO.-SAVANNAH, TENN.
Eastern Sales Office
Room 453 — 200 Fifth Ave. Bldg — New York City
Home of the National Catfish Derby

STOP
COSTLY RETURNS WITH

Million-Air
GUARANTEED
PREMIUM QUALITY

Proved Record of Lowest Percentage of Returns
Square pools; round pools; oval pool; mattresses; punching toys; water toys; rafts; swim rings; play balls; boats; cushions; repair kits.

U.S. FIBER & PLASTICS CORP.
STIRLING, N. J.

» » » *The Largest Mask* *Manufacturers in the World*

OUR 82nd YEAR
MASKS—PAPER HATS
NOISEMAKERS • SERPENTINES • CONFETTI

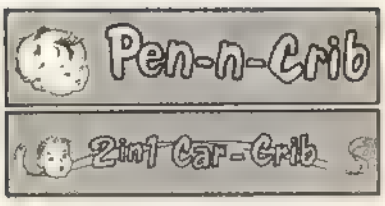
DESSART BROTHERS, INC.
Masquerade, Carnival and Party Goods
Showrooms:
45 Irving Ave. Brooklyn 37, N. Y. • Arthur Frey, 200 5th Ave., N.Y.C.

AMERICA'S LARGEST PRODUCERS AND MANUFACTURERS OF
BELLS
BALL BALSO DIVISION
THE BALL & SOCKET MFG. CO., Inc.
New York Office: 50 WEST 22nd STREET
FACTORY: WEST CHESHIRE, CONN.

If You Are Looking for Anything...

We can help you. Through our Chicago and New York offices and editorial representatives on the Pacific Coast we cover the entire toy trade. We can tell you promptly where to get the toy or service you desire. No charge to you or anybody else. Part of our service to the industry and we enjoy doing it!

RICH TOYS



Wood Rocking Horses - Moulded Plastic Rocking Horses and Spring Bouncing Horses - Bowling Alleys - Combination Games - Shoofly and Gliders - Cradles and Doll Cribs - Pre School Toys - Artist Benches - Peg Tables - Tots Stools and Juvenile Furniture - Doll Houses

RICH Industries, Inc. Manufacturers of RICH TOYS JUVENILE FURNITURE
CLINTON, IOWA
NEW YORK SALESROOM • 452 FIFTH AVENUE BUILDING

The Original **REIDER Line**

Child Size
UPHOLSTERED CHAIRS
DAVENPORTS
OTTOMANS

Reider Manufacturing Co.
2377 Front Street
Cuyahoga Falls, Ohio

NEW YORK DISPLAY Julius Levenson, Inc., 7 East 17th Street
CHICAGO DISPLAY, Charles H Carroll, 1421 Merchandise Mart
Anderson Sales Co., 730 W. 18th Place, Los Angeles 15, California

Two of new plastic toys in fall line of Doughboy Industries are "Trix," a cute puppy, and "Perky," a rocking horse. Both are being admired here by two famous models. Roxanne, the blonde at left, is a television star and nationally-known cover girl; the other girl, Leoni Vernet, is seen in bathing suit ads, on magazine covers, and on television. . . . The "salesmen" are Merle Ajer (left center) and Frank Reckin, both assistant sales managers of Doughboy Industries. The toys were shown at Toy Fair in Hotel New Yorker.

Dallas Mart Expansion

CONSTRUCTION on the second half of the Dallas Merchandise Mart has begun two years ahead of schedule, announced J. B. Ragland, president of the huge merchandise buying center. Cost of construction of the second half of the building is estimated at approximately one million dollars, making the total value of the building more than 12 million dollars, according to Ragland. This will provide an additional 125,000 square feet of space, which will be divided into 220 more display rooms. Decorative scheme of the new area will be the same as the first half, with wide plate-glass windows set on Roman tile brick, attractive asphalt tile floors, beautiful Phillipine mahogany trim plus year-round air-conditioning. Size of the beautiful showrooms range from 400 to 5,000 square feet of usable space.

"We thought it wouldn't be necessary to start construction of the second half of the building until 1955, but the demand for space has been so great that we have decided to complete it now!", stated Ragland. He went on to say that 85% of the first half of the building is occupied and that leasing on the second half has also begun. It's expected that the new area will be completed about July 15 of this year.

Occupancy of the first showrooms began in August, 1952; however, the building was officially opened on February 14 of this year.

Divided into Sections

The Mart is divided into sections for buyer and seller convenience. The first floor is devoted to gifts, china, silver, glassware, and jewelry.

On the third floor are gifts, lamps, housewares, and toys. The fourth and fifth floor showrooms display furniture, carpeting, household furnishings and appliances. Infant's and children's wear are displayed on the 6th floor. Men's and women's wear are located on the 7th floor.

"The Dallas Merchandise Mart has already become known as the top market center in this important national market," Ragland added. Since its beginning, the Dallas Merchandise Mart has kept rapid pace with the market it serves and has filled a void completely and quickly.

To help the manufacturer and buyer meet under the best of conditions, the Dallas Merchandise Mart is run with every attention to the convenience of both groups. A trained staff of technicians and engineers gives the best of care to the spic and span appearance of all facilities . . . spacious lobby-lounges are provided. A cafeteria will soon be completed . . . complete air conditioning has been installed. Lighting and appointments are beautifully modern; efficient sound-proofing and acoustical engineering give each display room and office complete privacy.

◆

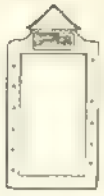
Prices Steady

• Prices have continued relatively steady in the wake of decontrol for most products. But it is still too early to determine what the full effects of decontrol will be.

The Original
PARRIS TRAINERIFLE
PARRIS MFG. CO.
Savannah, Tenn.
Home of the National Catfish Derby
Eastern Sales Office
Room 453—280 Fifth Ave. Bldg.
New York City

Retail Floor Display

Increase Sales!
TRAINERIFLE
Display Racks



Jobber's Wall Display

Parris TraineRifles do their own sales-talking. Their realistic appearance and genuine wood stocks will show up to best advantage on this retail display rack or jobber's wall display. Put 'em up—and watch your sales go up! THESE RACKS FREE OF EXTRA COST WITH QUALIFYING ORDER. Write for details.

Complete Line of SHOOFLYS and Spring Exerciser Horses

JEFFREY TOY MFG. COMPANY
2341 N. WESTERN AVE. • CHICAGO 47, ILL.

FIREWORKS

Acme manufacturers and distributors of a complete line of safe and sane Firecrackers, Sparklers, Toy Pistol Caps and *Displays for all celebrations.*

Write today for our free catalog showing line, complete displays and prices.

ACME FIREWORKS CORP.
Famous for "Leader" Brand Sparklers and "Acme" Brand Roll Caps
RIVER GROVE, ILL.

IF YOU
Are Looking for Anything...

WE CAN HELP YOU. Through our Chicago and New York offices and editorial representatives on the Pacific Coast we cover the entire toy trade. We can tell you promptly where to get the toy or service you desire. No charge to you or anybody else. Part of our service to the industry and we enjoy it.

TOYS *and* **NOVELTIES**

CHICAGO—307 NORTH MICHIGAN AVENUE
NEW YORK—200 FIFTH AVENUE

The Original **PARRIS**
TraineRifles

With Genuine
Wood Stocks
—A Size For Every Age
Complete line of lever-action, *cork-shooting* models, too.

PARRIS MFG. CO.-SAVANNAH, TENN.
Eastern Sales Office
Room 453 — 200 Fifth Ave. Bldg — New York City
Home of the National Catfish Derby

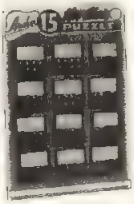
BELLE DOLL & TOY CORP.
34 Hubert Street New York 3, N. Y.
Showroom: 200 Fifth Avenue
Manufacturers of
Quality Dolls of Distinction at
POPULAR PRICES
See Our New 1954 Creations
Featuring: Vinylite Baby Dolls
Sales Representatives: ***ANDY FLEISCHHACKER***

Now millions more will buy
TINKERTOYS
WORLD'S MOST WANTED TOY
Tinkertoys will be nationally advertised in Life, The Saturday Evening Post, Parents Magazine, Country Gentlemen and Child Life. These Tinkertoy ads will reach millions of parents and other gift buying consumers — your customers. This means more sales and profits for you. Cash in — feature Tinkertoys

THE TOY TINKERS
Div. of A. G. Spalding & Bros. Inc
807 Greenwood St., Evanston, Ill.

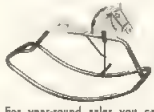
Another Top-Quality
WOLVERINE
Household TOY
NO. 81
Washing Machine
and Wringer
Height 12", Diameter 7"
Write for Latest Catalog

WOLVERINE SUPPLY & MFG. CO.
Factory, Pittsburgh, Pa. N. Y. Office, 200 Fifth Ave.



EYE IT!
TRY IT!
BUY IT!
A SELF SELLER AT **29¢**
ARCHER PLASTICS INC.
ELMHURST 73, NEW YORK

IT'S A SURE SALES WINNER!



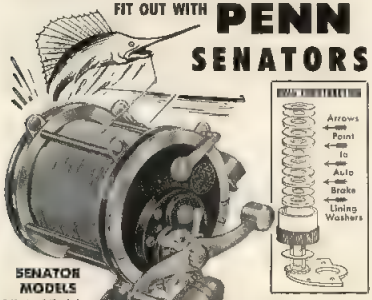
They sell!
For year-round sales you can't beat this fast selling, high-profit hobby horse. Made of aluminum tubing, it's light weight and extra strong, can be used indoors or out.
Call or write today for further information.
SPACO MFG. CO.
P.O. Box 113 Huntsville, Ala.

No other children's games like Ed-u-Cards
All beautifully illustrated. Colorful, exciting! Educational and entertaining! For ages 3 to 12—fun for the whole family, too! Each a steady, selling staple for fast year round sales!
The world's largest variety of children's educational card games was 25¢ per deck
— >
- NEW 400 ASSORTMENT*
- SPACE RACE Card Game
- FARM LOTTO
- COLOR BINGO
- SEW-ON CARDS
- PICTURE DOMINOS
- 200 LOTTO
- ABC LOTTO
- TRADING CARDS
- SEW UP ANIMAL CIRCUS

Ed-u-Cards
See your local jobber or write
Eh. wroom 200 Fifth Ave Room 1455
164 DUANE STREET
NEW YORK 13, N. Y.

BE READY! STOW THE BEST TACKLE!

FIT OUT WITH PENN SENATORS



SENATOR MODELS

1/0 to 3/0—bottom fishing and light trolling.
4/0, 6/0, 9/0—school tuna, sailfish, marlin, tarpon, 10/0 to 16/0—giant tuna, etc.

'Auto Brake' DRAG STOPS FISH COLD!

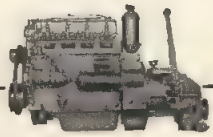
The Senator's star drag puts the pressure on the fish instead of on you! A rugged reel, built to give you years of wonderful service. One-shot lubrication and built in oil reservoirs safeguard its perfect performance. First choice of charter boat captains who know their equipment. Good tackle's as important as a rudder, so equip with the best . . . PENN SENATORS 1/0 to 16/0

WRITE DEPT. B FOR FREE CATALOG

Penn FISHING TACKLE
PHILA. 32, PA.

Red Wing
MARINE ENGINES
Full line of Gasoline and Diesel Types
7 H.P. to 200 H.P.

First Choice for The CANADIAN NAVY!



The D4-30! FIRST CHOICE of Canadian Navy for 27' "Sea Skiff" Patrol Boats. Develops 30 h.p. at 1800 r.p.m. 4 cylinder, 3 5/16 bore and a 3¾" stroke.

Write for complete specifications.

See the New D6-80 at the National Motor Boat Show Booth "Y" on the Mezzanine at Grand Central Palace New York City, Jan. 9-17. This new dependable model develops 80 h.p. at 1800 r.p.m. Has a 4" bore and a 4" stroke, displacement of 300 cu. in. Weighs under 1200 lbs.

RED WING MOTOR CO., RED WING, MINNESOTA

steering. I put her hard over and escaped with a touch, but my vaunted reputation was gone!

All down the Waterway dredges are continually at work. One big fellow raised his cable and waved us through, but as we passed right where indicated, oosh! we nosed right into a bump of ooze. The workboat had to yank us through. They were still working at the same spot when we returned a week later, and the Cap passed slowly and cautiously. Down the narrow passage between the pipeline floats and shore sped the workboat, and a man aboard shouted, "Who d'ye think y'are? The Queen Mary? Git goin'!" They have to suspend operations to let you through, and we've found them prompt.

The Keys

Many feel that they shouldn't go down the Keys with boats of any draft; but they miss a delightful trip, and it can't be *too* risky, for we see many large yachts and sailboats of considerable draft. The first time you see a sandy wake you're a bit startled and worried. Then you discover that it comes up not immediately behind you, but after you've gone along. Those who seem to know say that there are eighteen inches to two feet under the keel when that happens. The coral floor of Florida Bay has a carpet of fine sand called marl, and the wash of the propeller stirs this so it rises to the surface behind you. The colors of the water over coral formation are remarkable. After a wind, when the marl is stirred up, it looks like green milk. When clear, it is sky blue, turquoise, or green, depending on depth and light, but always beautiful. In addition to feasting your eyes on beauty, in the Keys you can feast on fresh seafood—shrimp, crawfish, pompano, and many more. I learned a new shrimp dish last winter. Boil and shell them, put them in a shallow casserole or pie dish with garlic butter, sprinkle Parmesan cheese on top, and brown lightly. As we aren't partial to garlic, I chopped the green tops of chives or tiny spring onions, and I used grated store cheese, and it tasted just as good.

Boating Life

One reason men love to go off on boats is that they don't have to live up to conventions. His sometimes disreputable appearance has afforded the Cap a lot of amusement. As our boats have been old and rugged, perhaps we don't look particularly "yachty". He has been asked, "Are you open for a fishing party today?", and "Is this the local ferry?" The best one was when a man on the street offered to get him a job in the Cap's brother's shipyard, which was building destroyers for the Government. "And look! Bud," he said; "If you take it, I get a commission for bringin' ye in. See?" "Well," said the Cap, "I'm just a sailor, and don't know much about mechanical work." "That don't make no difference," said the guy. "All you gotta do is have a monkey wrench in ver hand, an' when the boss comes around, bang like Hell on a pipe!"

A worn pair of dungarees is a thousand times more desirable than the finest sport outfit. Shaving can be postponed, and as for hair! At Pompano an attractive young couple was living aboard a nice old schooner. One morning as Johnnie went up the dock we heard Blondie call out after him, "Johnnie! You get yourself a haircut, or else a dog license. One or the other!"

It's a wonderful life! Enough work, but not too arduous; some mental stimulation in the mathematics of navigation and also settling the affairs of the world in dockside conversation with interesting people. Blue sky and water seep into your soul and broaden your horizons. Nerves relax and health improves. Here's to Boating!

☆ ☆ ☆

GAME FISH OF THE WORLD

This superb angler's treasury includes 80 magnificent full-page color plates and more than 425 pages of expert advice on every phase of game fishing. Edited by Brian Vesey-Fitzgerald and Francesca La Monte. Harper & Brothers, New York—$7.95.

FOR THE FIRST TIME . . .

ALL VINYL Sugar Plum Dolls

Sculptured by T. H. Young

THE SWEETEST, most adorable "little girl" one could ever hope to find—made entirely of soft caressable vinyl — life like, with movable head and arms. More than that, they're washable, can be submerged without injury of any kind. Dressed exquisitely in "little girl" fashions for parties, for town and country and for the sun. All garments are removable for quick and easy changes.

"Grown to a full 7 inches"

Beautifully gift packaged — and priced for gift selling the year round.

GLENN BEVER
TOY FAIR
1067 HOTEL NEW YORKER

LEO STRAUSS
ROOM 409
FIFTH AVENUE BUILDING

PICTURE BOOK TOYS OF CALIFORNIA

1840 BERKELEY
220

SANTA MONICA, CALIFORNIA

SESSIONS SELF-STARTING ELECTRIC CLOCKS

TRU-BEL ALARM

Mahogany colored wood case with fluted base. Pleasing alarm. Size 4¼x4¾x3½ in. Metal dial.

5540AU504 } Retail
5540AUK475—6 or more } $7.95
5541AU567—With radium dial } Retail
5541AUK535—6 or more } $8.95

TEA POT KITCHEN CLOCK

This cleverly designed clock will add to the charm of any kitchen Made of gleaming white plastic. 8½" wide, 7" high. 4" banded dial with bold numerals Self-starting electric movement. 110 volts, A.C. Second sweep hand.

5505AU331 } Retail
5505AUK312—6 or more } $4.95

PIERRE KITCHEN CLOCK

Painted "Pierre" 7½ in. wide, 10½ in. high. White plastic case. Spun aluminum dial, 5 in. dia. Contrasting black hands and figures. Polished chrome bezel. Second sweep hand. Self starting movement. 110 volts A.C.

5528AU331 } Retail
5528AUK312—6 or more } $4.95

OLLIE, THE OWL ALARM

Uniquely designed alarm clock with gentle awakening alarm. White plastic case 4½ x 6 in. Contrasting metal dial. Sessions Self Starting Electric Movement

5535AU389 } Retail
5535AUK397—6 or more } $5.95

PUSSYFOOTER ALARM

Has a pleasant melody-alarm, slow timed and harmonious. Ivory colored, plastic case, 4¾ in. wide, 3¾ in. high. Full, new, square metal dial. Self starting, electric movement. Second sweep hand. 110 volts-A.C. Luminous dial

5524AU389 } Retail
5524AUK367—6 or more } $5.95
5523AU334—Without luminous dial } Retail
5523AUK315—6 or more } $4.95

SWITCH CLOCK

Same as above, only with time switch. Automatically turns on radio, percolator, etc.

5537AU477 } Retail
5537AUK450—6 or more } $6.95

CATNAPPER ALARM CLOCK

Designed in the modern manner, this desk clock will prove to be universally popular. Ivory colored plastic body with metal dial. 7¾ in. wide, 4¼ in. high, 3½ in. dial. Self-starting movement. 110 volts, A.C.

5548AU334 } Retail
5548AUK315—6 or more } $4.95
5546AU389—With luminous dial } Retail
5546AUK367—6 or more } $5.95

KITTY-BELLE ALARM

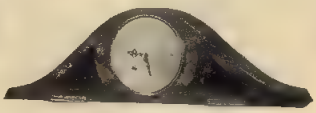
Modern styling in a new dainty style. 4 in wide, 3¾ in. high with a 3½ in. dial. Tru-Bel alarm, not a buzzer Self starting electric movement. Second sweep hand. Ivory colored plastic case

5525AU300 } Retail
5525AUK285 } $4.50
6 or more

REGENCY MANTEL CLOCK

A gracefully styled mantel clock that will lend dignity to the room. Raised numeral metal dial. Mahogany colored wood case. Polished brass trimmings. 19¾ in. long, 6½ in. high, 5 in. dial. Self-starting electric movement. Second sweep hand. 110 volts—A.C.

5547AU717 . . . . Retail $11.95



WESTMINSTER CHIME CLOCK

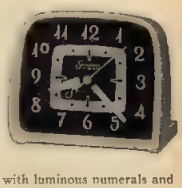
Mahogany case 19x5¾x4 in. with burl walnut overlay and brass feet. Superior chime movement. Electric ultra-quiet motor. Sunburst gold finished metal dial with raised numerals edged in black. Highly polished gold colored sash. Black hour and minute hands with gold second hand.

5538AU2250 . . . . . Retail $37.50

SHADOW BOX CLOCK SET

Attractive setting for any kitchen. 5¾" square molded case in pure white styrene plastic. Square satin finish aluminum dial with midnight blue colored panel. Modernistic numerals in ivy green. Hour and minute hands pure white. Molded recess in back of clock case for holding slack in electric cord. Complete with two shadow boxes in pure white plastic (less plants or decorations). Self-starting electric movement.

5527AU477 } . . Retail $6.95
5527AUK450—6 or more }



BELLAIRE ALARM—Attractively designed alarm model with Tru-Bel Alarm in a gleaming ivory plastic case. 4½" wide 4" high Contrasting hands and numerals. Self-starting electric time movement.

55003AU331 }
55003AUK312 }
6 or more
Retail $4.95

Same as above except with luminous numerals and hands

55004AU389 } . . . . . Retail $5.95
55004AUK367—6 or more }

DESK CLOCK—Charming desk model, simple in design with finely finished mahogany colored wood case. 8¼" wide, 4½" high. Contrasting 4" metal dial numerals and hands. Self-starting electric time movement.

55007AU477 } . . . . . Retail $7.50
55007AUK450—6 or more }

All Items on This Page Subject to Federal Excise Tax If Not for Resale

Jefferson GOLDEN HOUR ELECTRIC CLOCK

The amazingly beautiful clock with the "see-thru" dial

Its unique see-thru crystal dial defies conventional clock principles. Its classic modern design makes it blend with every decorating scheme. Its split-second accuracy makes it a treasured timepiece. 24-karat gold plated, brushed to a soft satiny finish. Trim modern hands and Arabic numerals treated with radium for easy time-telling day or night. Non-scratching plastic basepiece protects furniture. 8⅞" overall height, 7 1/16" diameter. Operates on AC current. Every clock pre-tested for precision time-keeping, carries a one-year factory guarantee

HERE'S HOW IT WORKS:
The crystal moves, driven by an electric motor hidden in the clock base The minute hand is attached to the crystal which makes a complete revolution every hour The hour hand is actuated by the minute hand through a train of gears. The crystal-clear dial is seemingly as devoid of moving parts as a sun dial, yet it keeps perfect time

5504CU1384
5504CUK1350—3 or more } ..... **Retail $22.50**

FRENCH TOLE TYPE CLOCK An exact copy of the French tole clocks now seen only in antique shops. With a famed Sessions' electric movement known for its accuracy. Dial and working parts enclosed in a handsome polished brass or bronze finish frame, 10" diameter. AC current.

5515CU685 . . . . **Retail $11.40**

DECORATIVE TOLE WALL CLOCK A handsome electric clock that resembles a huge, oversize pocket timepiece. Rich tole effect In satin black with gold leaf decoration or polished brass. Ingraved 13" diameter Guaranteed Sessions' electric movement. A handsome addition to any room.

5624CU1730—Polished brass
5508CU1730—Black and gold leaf } **Retail $23.75**

TOLE WIND-UP WALL CLOCK A New Haven 30 hour wind movement in this classically simple clock. Finished in rich black with a band in satiny brass. 6" diameter. A clever decorative touch in any home and an accurate timekeeper. Guaranteed movement Makes an appreciated gift

5509CU605 . . **Retail $10.00**

POPULAR MANTEL and WALL CLOCKS

(A)

(B)

(C)

(D)

(A) ELECTRIC ANNIVERSARY CLOCK –Self-starting electric movement. Gold-finished, ball-like pendulum turns backward and forward. Dial and most pendulum parts are 24 karat gold plated. Crystal clear glass bell, polished brass base 13" high, 7¾" wide 100 volts, AC.
5533CU1997 ..... **Retail $29.95**

400-DAY ANNIVERSARY CLOCK—Not shown—Similar to above, runs for over a year with one winding Noiseless. Enameled dial with floral wreath design 12" high.
5632CU3500
5632CUK3375—3 or more } ..... **Retail $50.00**

(B) BANJO CLOCK—Mahogany colored wood case with contrasting panel Mount Vernon scene Brass side brackets and eagle 22" long, 6¾" wide, 5" raised numeral metal dial. Electric self-starting motor
5542CU1074..... **Retail $17.95**

(C) WESTMINSTER CHIME CLOCK — Matched gray mahogany case 11½x6x4" with ebony finish end panels Gold finished metal dial with raised numerals, edged in black. Polished gold colored sash. Superior chime movement Electric self-starting motor.
5539CU2400 . . . . **Retail $39.95**

(D) BLACK FOREST CUCKOO CLOCK Genuine imported cuckoo clock. Hand carved wood case. Height 13" over all Width at gable 10". Cuckoos at full hour and once on the half hour with gong strike. Bird appears when striking.
5587CU1950
5587CUK1850—3 or more } ..... **Retail $32.50**

MASTER UNIT

B & R

Complete compact unit of "O" gauge Plastic-ville U.S.A. to go with train set. 188 pieces boxed consisting of 16 sections of platform fence, 24 sections of house fence, 12 road signs, 2 evergreen trees, 3 benches, 18 barnyard animals, 1 barn, firehouse, Church, ranch house, passenger station, 2 street lights, maple tree, 4" telephone poles, 2 railroad crossing gates, 2 billboards, freight station, Cape Cod house and 15 pieces of outdoor necessities including 4 traffic lights, 4 fire hydrants, 2 fire alarm boxes, 2 mail boxes and 3 benches. Wt. 6 lbs. Packed 6 units per ship. ctn., 39 lbs. Bachmann Bros.

NO. MU-1..... EACH $ 8.98

QUANTITY ORDERED _____

NEW STAR CAR

Blue body with chrome trim. 9⅝" long; 4⅝" wide, 2¾" high. C. T. Takahashi Co.

NO. 8138.. EACH $ 1.98

QUANTITY ORDERED _____

SUPER BUICK

Red body, chrome trim. 11⅜" long, 5⅛" wide; 4" high. C. T. Takahashi Co.

NO. 8238.....EACH $ 3.98

QUANTITY ORDERED _____

SPACE SHIP

Blue with red trim, rubber nose or tip. 22⅜" long; 10⅝" wide, 4⅛" high. C. T. Takahashi Co.

NO. 8278.....EACH $ 3.39

QUANTITY ORDERED _____

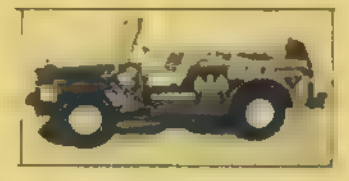
POLICE CAR

Red body, yellow trim. 11" long; 5⅛" wide; 4" high. C. T. Takahashi Co.

NO. 8138... .....EACH $ 2.69

QUANTITY ORDERED _____

EAGLE JEEP



Green Body. 8⅝" long, 3¾" wide, 3¼" high. C. T. Takahashi Co.

NO. 8328..... .....EACH $ 1.49

QUANTITY ORDERED _____

LARGE JEEP

Brown body, green canopy. 11⅜" long; 4⅝" wide, 5⅛" high. C. T. Takahashi Co.

NO. 8236.....EACH $ 2.98

QUANTITY ORDERED _____

ATOM RACE CAR

Green body, chrome trim. 15⅜" long; 6" wide, 4⅛" high. C. T. Takahashi Co.

NO. 8205 .....EACH $ 3.98

QUANTITY ORDERED _____

SUPER EXPRESS TRAIN

Blue 19⅜" long; 3⅛" wide; 4⅛" high. C. T. Takahashi Co.

NO. 8228... .....EACH $ 3.29

QUANTITY ORDERED _____

SUPER JET FIGHTER

Dark blue with red trim. 16⅛" long; 20" wing spread; 5⅛" tail ht. C. T. Takahashi Co.

NO. 8285.....EACH $ 4.69

QUANTITY ORDERED _____

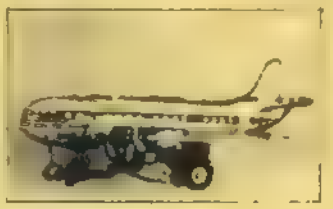
BOEING B-50

Small size. Blue fuselage. 11" long, 14⅜" wing spread. C. T. Takahashi Co.

NO. 8239.....EACH $ 2.49

QUANTITY ORDERED _____

BOEING STRATO CRUSIER



White fuselage, wing-silver; 4 propeller, synchronized with wheels. 11⅜" long; 14⅜" wing spread; 5" tail ht. C. T. Takahashi Co.

NO. 8076.....EACH $ 2.49

QUANTITY ORDERED _____

COPTER

7⅜" long; 2" wide; 2⅜" high. C. T. Takahashi Co.

NO. 867.....EACH $ 0.88

QUANTITY ORDERED _____

AIRCRAFT CARRIER

Blue. 10⅜" long; 3⅛" wide; 3⅛" high. C. T. Takahashi Co.

NO. 8179.....EACH $ 1.88

QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

AIRPLANES — MECHANICAL TOYS — CIRCUS SET — MYSTERY CAR

NAVY PLANE

Metal. Red and aluminum trimming. Cockpit enclosed with transparent plastic bubble. Rubber wheels, revolving propeller. Folding wings. Retractable landing gear. 6¼" L., wing span 8½". 1 to box. 1 dz. to ctn., 8 lbs. Hubley Mfg. Co.

NO. 467.....EACH $ 0.98

QUANTITY ORDERED _____

JATO FRICTION JET

Sturdy all metal construction; revolving motors, sparks, siren; friction motor, 12" x 10" wing spread. 2 dz. to ctn., 40 lbs. Automatic Toy Co.

NO. 385.....EACH $ 2.19

QUANTITY ORDERED _____

CLOUD HOPPER

B & R

Treaded rubber tires. Transparent cylinders, radial motor operates. Packed in 4-color shadow box; 9-3/8" long, 7-5/8" wide, 3-3/8" high. 12 to ctn., assorted colors, 9¼ lbs. Nosco Plastics.

NO. 8530.....EACH $ 1.48

QUANTITY ORDERED _____

JET ROLLER COASTER

Strong motor gives many trips at one winding. Brightly litho. 21½" long. 1 to box. 12 to ctn., 18 lbs. Wolverine Supply & Mfg. Co.

NO. 284.....EACH $ 1.79

QUANTITY ORDERED _____

ROLLER COASTER

20" long, 8½" wide, 10" high. 1 to box. 4 pieces to outside ctn., 24 lbs. J. Chein & Co.

NO. 275.....EACH $ 3.40

QUANTITY ORDERED _____

MERRY-GO-ROUND

10" high. 11" base dia. 1 to box. 6 to carton. 26 lbs. J. Chein & Co.

NO. 285.....EACH $ 3.49

QUANTITY ORDERED _____

ROCKET RIDE

10½" high; 11" base dia., 4 revolving rockets. 1 to box. 4 pieces to outside ctn., 16 lbs. J. Chein & Co.

NO. 400.....EACH $ 3.79

QUANTITY ORDERED _____

MYSTERY CAR AND TRAILER

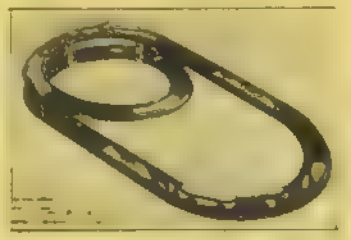
B & R

Powered by the mystery motor. No key or winding needed. Car and trailer are brightly litho. Overall length of the two is 27¾". 1 to box 12 to ctn., 32 lbs. Wolverine Supply & Mfg. Co.

NO. 35.....EACH $ 2.75

QUANTITY ORDERED _____

SPIRAL SPEEDWAY



14 sections, 9 ft. of track; 2 high speed, long running motor cars (2 powerful motors), all metal; lithographed, no sharp edges. 27" x 18". Packing, 2 doz., 52 lbs. Automatic Toy Co.

NO. 320.....EACH $ 3.19

QUANTITY ORDERED _____

SKI JUMPER

B & R

Brightly litho. Jumper glides down the incline, jumps over the hurdle doing a complete somersault and lands right side up, then rolls ahead for a distance. 25¾" L.; 5-7/8" H. 1 to box. 12 ctn., 26 lbs. Wolverine Supply & Mfg. Co.

NO. 32.....EACH $ 2.19

QUANTITY ORDERED _____

CIRCUS SET

B & R

Replica of big top 3-ring circus. Set includes teakwood base, long trapeze, 2 short trapezes, long trapeze base, ladder, pole, pole top and base, 2 support bands for pole, crossmire, double trapeze holder, ringmaster, tight rope walker, unicycle rider, 3 standing male acrobats, 2 female acrobats, 3 aerialists, 2 horses, 2 elephants, tub. 1 set to box. 6 to ctn., 12 lbs. Ideal Toy Co.

NO. 4206.....EACH $ 2.98

QUANTITY ORDERED _____

Telephone!

ATwater 9675

Last Year You Had the Drop on Us!

WE COULDN'T FILL THE DEMAND

This Year, We've Got You Covered!

ON OUR SELLOUT WESTERN TEAM*

Here is the number that galloped out of the stores last year. This season, it promises to be a sales stampede. We've hitched up extra production horsepower to fill your orders.

This supervalue Western Set is even bigger and better. 24 REALISTIC PIECES: The wheels roll and the hitches swivel. *The price is still only $2.98 retail.*

* *This is the "Rel" Western Set that was so successful last season!*

SEE OUR ROUNDUP OF THE BEST IN PLASTIC TOYS

Room No. 640-641
Hotel New Yorker

Room No. 965
200 Fifth Avenue

Better anticipate your demand on this sellout and be sure to stock up on these best sellers:

PLASCO TEATIME DISHES

•

PLASCO ORNAMENTED CHRISTMAS TREE

•

PLASCO PHONOGRAPH

•

BLINKY OWL BANK

•

SPACE-GUN AND GOGGLES

A PLASCO TOY

PLASTIC ART TOY CORP. OF AMERICA · EAST PATERSON, NEW JERSEY

"D" day is HERE at pressman

secret project No. 1

Pressman Pioneers Again!

small fry **Dentist Set**

Boy — Girl

Featuring the new Plastic Dental Uni

new Pressman Over three years of

that we predict

The Dentist set features an actual scale model of the Dental unit. It buzzes, lights up and revolves! More than 30 additional accessories provide hours of fascinating play, enabling boys and girls to fill, extract and clean the "play-dentures" provided.

Directions are fully approved by the American Dental Association

3398 for Boys Suggested retail $3.00
1598 for Boys Suggested retail $1.50
3399 for Girls Suggested retail $3.00
1599 for Girls Suggested retail $1.50

secret project No. 2

Pressman Pioneers Ag

small fry **Doctor Set and Nurse Set**

Featuring the new Fully Equipped 15" Plastic Clanging Ambulance.

Once Again, Pressman is first with something entirely new in Doctor and Nurse sets. Our new ambulance comes with a complete assortment of over 30 medical and first aid accessories, including the

air to revive "sick patients"

hospital (as shown at right)

$3.00
$1.50

THIS IS IT! ALL NEW PRESSMAN DOCTOR SETS FOR

pressman toy corp. 1107 broadway, new york 10, n. y.

New Toys on Parade

Skip-A-Cross Game

Exclusively licensed by the makers of *Scrabble*, *Skip-A-Cross* game, now in its second large edition, made its San Francisco debut at The White House in February. An offering of CADACO-ELLIS, Suite 1448 Merchandise Mart, Chicago 54, Ill., it's a new word tally game for 2, 3 or 4 players, complete with game board and tile racks. The game retails at $2.00 and up. New York City showroom of this manufacturer is in the 200 Fifth Avenue Building

New Velos Number

The No. 3340 velocipede of HEDSTROM UNION CO., Fitchburg, Mass., features induction welded joints, nylon bearings, 1⅛" tubular backbone, heavy streamlined step plate, chromed handle bars with ball end grips, 1¾" tires, horn, fender guards and truss rods, in 10", 13" and 16" wheels.

New Indianapolis Racer

An exact scale model of the winner of the 1952 Indianapolis Speedway races is offered by PROCESSED PLASTIC CO., Aurora, Ill., in its racer. Highly detailed and decorated, its sleek, smooth, impact-type red plastic body, is 8½" long, 3¾" wide, and 2⅞" high with yellow plastic driver, over-sized rear tires, rubber wheels, metal axles. For model racing, this car is designed with bridle holes for tether lines.

Pre-School Toys

Pictured from left to right, above, are the No. 500 Jolly Bub, the swinging cub, No. 501 Jolly Dick, the swinging chick, and No. 502, Jolly Rumbo, the swinging jumbo, each a 98-cent retail, pre-school toy by JOLLY BLINKER CO., INC., 660 Cauldwell Ave., Bronx, N. Y. Cub, chick and jumbo are of rubber. These units make excellent plastic teethers. They stand hold firmly by rubber suction cups to keep them in place on any smooth surface. All jingle merrily as they swing. All are 9" high and come individually gift boxed, 6 doz. to the 30-lb. shipping carton.

New "Color Bingo"

Color Bingo, a family game that should be fun for persons of all age groups, is the new offering of ED-U-CARDS, 164 Duane St., New York, N. Y.

Each of the 5 columns on the card is a different color. The method of play and the possible combinations are the same as in Bingo, but a different color is used in each column, making it a faster and more enjoyable game that can be played by the child

as soon as he can recognize colors and numbers from 1 to 15. The use of color makes it easy to locate the row of play and the number, thus eliminating eye strain and the likelihood of delay and error in locating the numbers called, it is pointed out.

The set also includes a new type of spinner, with holes punched next to each number so that the player can insert a red peg when the number is called. This saves time in verifying numbers called and makes the game more interesting for the child.

The box is colorful and has a complete set of cards, wooden counters, pegs and large spinner. It will retail at $1.00.

Play Dentist Set

Here's the big secret of PRESSMAN TOY CORP.'S "D-Day"—a play dentist set, designed to retail for $3 and $1.50—two different packages. Sets are boxed for both boys and girls, and include stand, drills, picks, miniature dentures with cavities to be filled, new teeth to be inserted, and other pieces. The manufacturer, located at 1107 Broadway, New York 10, N. Y., says these are available after March 1.

LONG PROFIT

QUICK SELLING

HIGH DEMAND

BEAUTIFULLY DETAILED . .
made of strong, colorful impact plastic—will not scratch or mar.

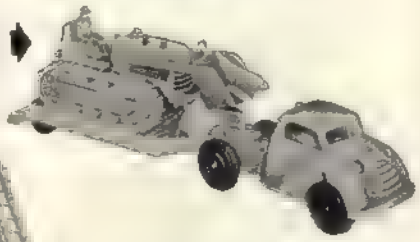
NO. 249 S-LINE RACER
8 x 3¾ x 3
Packed: ⅓ doz. to box; 1 doz. 2 doz., 4 doz. to ctn.
Weight: 1 doz., 8 lb.; 2 doz., 16 lb. 4 doz. 29 lb.
Color Assim: Red, blue, yellow w/contrasting driver

NO. 125 FIRE TRUCK
6 x 2⅛ x 2⅝
Packed: 1 doz. to box; 1 doz., 4 doz. to ctn.
Weight: 3 doz. 6 lb.; 4 doz. 12 lb.
Color Assim: Red with bright metal ladders

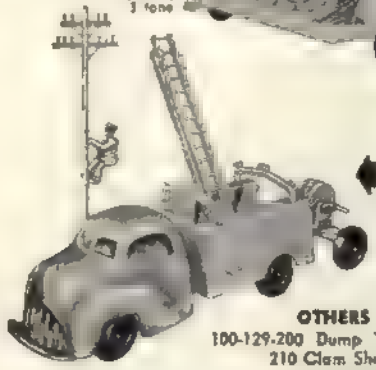
NO. 119 HOT ROD
5 x 2½ x 2¾
Packed: ½ doz. to package, 6 doz., 12 doz. to ctn.
Weight, 6 doz., 18 lb.; 12 doz., 20 lb
Color Assim: Red blue, yellow w/contrasting driver

NO. 150 LOAD LIFT TRACTOR
4¾ x 2¾ x 2⅞
Packed: 1½ doz. to box 2 doz. 4 doz. to ctn.
Weight 2 doz., 8 lb 4 doz., 15 lb
Color Assim Red, blue, yellow, 3 tone

NO. 250 LOAD LIFT DUMP TRUCK
13 x 4 x 4½
Packed Individually, 1 doz., 2 doz., 4 doz to ctn.
Weight 1 doz., 10 lb; 2 doz 18 lb 4 doz 35 lb.
Color Assim: Red, blue yellow, 3 tone



NO. 1215 TRACTOR TRANSPORT
12¾ x 3½ x 3
Packed Individually
Weight- 1 doz., 9 lb., 2 doz., 18 lb.
Color Assim Red, blue, yellow, 3 tone



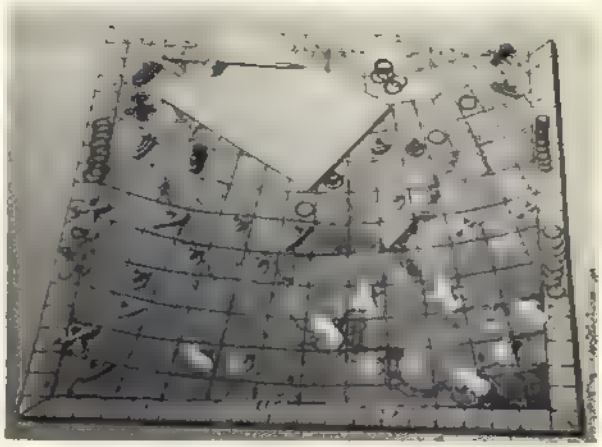
NO. 221 TELEPHONE LINE TRUCK
12⅞ x 3¾ x 3⅝
Packed Individually 1 doz., 2 doz., to ctn.
Weight 1 doz., 9 lb. 2 doz., 18 lb
Color Assim: Red, blue, yellow, 2 tone

OTHERS IN THE LINE
100-129-200 Dump Trucks. 50 Kiddie Freezer.
210 Clam Shovel. 300 Tow Truck.
401 Armored Car.

PROCESSED PLASTIC CO.

Aurora, Illinois

"ADVANCE GAMES" TRADE MARK REG.



WILL MEAN TO YOU

ADVANCE IN PROFITS!

★ IT IS BRAND NEW!
★ IT IS FASCINATING
★ IT IS EDUCATIONAL
★ IT IS A TRUE MAP
★ IT IS A PICTURE
★ 50 NEW GAMES
★ FOR ALL AGES
★ FOR ONE OR A CROWD
★ PRICED FOR EVERYONE

COMES IN 3 SERIES

TO RETAIL

FROM $2.95 to $7.95

ORDER NOW—WE CAN STILL SUPPLY YOU FOR XMAS.

WRITE FOR DETAILS—TODAY

ADVANCE DESIGN DEVELOPMENT CO.

11911 GRAND RIVER AVE., DETROIT 4, MICH.

Six Steven year 'round Sellers

No. 25
KALEIDOSCOPE

No. 50
KALEIDOSCOPE

No. 39
PIXIE BUILD A TOY

Every month this year, as in every month of every year . . . everywhere throughout the country . . . wherever toys are sold . . . Steven's 6 attractively priced, attractively packaged toys *SELL FAST*.

No. 59
PIXIE BUILD A TOY

No. 98
PIXIE BUILD A TOY

No. 30
PIXIE PIC-UP STIXS

STEVEN MANUFACTURING COMPANY
5170 EASTON AVENUE • ST. LOUIS 13, MO.

Representatives
BERNARD FUNK • Room 322, 200 Fifth Ave., NEW YORK
LEE SHERMAN • 122 E. 7th St., LOS ANGELES, CALIF.
MAX FROLIC • 19 Melinda, TORONTO, ONTARIO

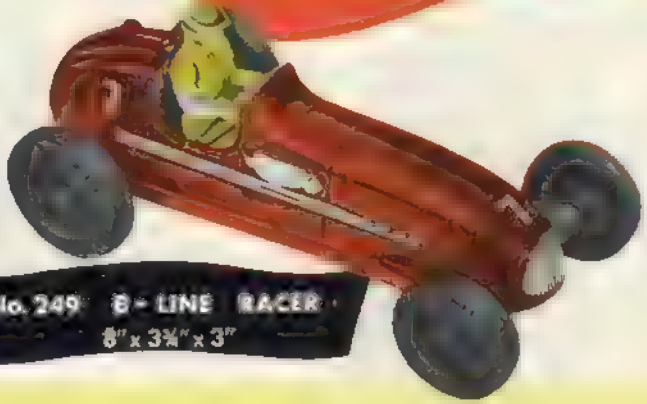
1953 FAVORITE SELECTIONS

B-LINE TOYS

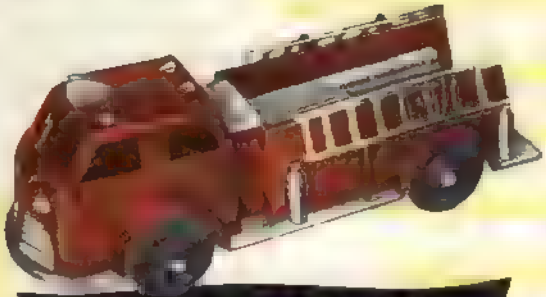
ENGINEERED

Play-Value TOYS

No. 119 HOT ROD
5" x 2¾" x 2¾"



No. 249 B-LINE RACER
8" x 3¾" x 3"



No. 125 FIRE TRUCK
6" x 2⅛" x 2¾"

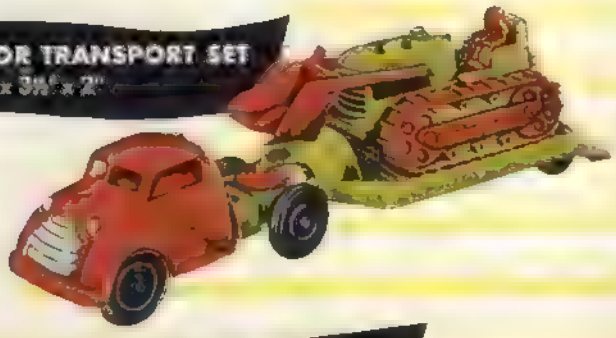
Processed Plastic Company builds toys that kids like and parents can afford to buy. They are carefully chosen to meet the general demand and are engineered for biggest play value. Each one is authentically styled and sturdily built. This line is just right for those who want to handle a selection of fine toys that are in demand the year around.

OTHERS IN THE LINE:

- No. 50 Kiddie Freezer
- No. 100 Plastic Dump Truck
- No. 129 Special Service Dump Truck
- No. 150 Load Lift Tractor
- No. 200 Dual-Wheeled Automatic Dump Truck
- No. 210 Truck Clam Shovel
- No. 300 Plastic and Metal Tow Truck
- No. 401 Armored Car

No. 250 LOAD LIFT DUMP TRUCK
13" x 4" x 4½"

No. 220 TELEPHONE LINE TRUCK
12⅜" x 3¾" x 3⅝"



No. 1215 TRACTOR TRANSPORT SET
12¾" x 3⅛" x 2"

PROCESSED PLASTIC CO.

AURORA, ILLINOIS

See the complete line displayed in Room 552, Hotel New Yorker, Toy Fair Exhibit

DIAMONDS in Kiddie Pleasure

Dump Truck
Model No. 2153
Retail price $2

Diamond T dump truck has eight tandem rear wheels for step-over action. Gravel box raises to unload. Cab tilts over tak-a-part motor. Size - 10 in. long, 4½ in high, and 4⅝ in. wide.

Tak-a-part motor for both Diamond T trucks

Truck & Van Model No. 2253 Retail Price $3

Diamond T truck and van is 18 in. long, 5½ in. high and 4¼ in. wide. Doors in van open to vast cargo space. Dolly wheels support van when it is uncoupled. Cab lifts forward showing miniature tak-a-part motor.

START toy sales really rolling with these Tru-Miniature, 1953 Model Diamond T trucks. Loads of play value. Press a release lever and the cab tilts forward showing the miniature tak-a-part motor. Cylinder head lifts off and motor block lifts out for make-believe engine repair. Both trucks are built of toughest high-impact 475 Styron to Diamond T specifications. Brilliant impregnated colors.

Write for 6-color illustrated folder on the complete Tru-Miniature line.

PRODUCT MINIATURE COMPANY, INC.
2240 SOUTH 54TH STREET • MILWAUKEE 14, WISCONSIN
"Mastercraftsmen in Miniatures"

what the well-dressed doll will wear ... in 1953

Progressive **DOLL CLOTHING AND ACCESSORIES**

Night-time, daytime, playtime ...
there's a PROGRESSIVE Doll Outfit
for every occasion, for every doll.
Beauty, quality, fine detail ... plus
bigger assortments and better values
... make PROGRESSIVE the first choice
of fashion-wise dolls and profit-wise dealers!

For a sure sale and a satisfied customer
every time ... feature these
PROGRESSIVE Doll Playettes
and Accessories *all the time:*

- Girl Doll Clothing
- Baby Doll Clothing
- Layettes
- Package Goods
- Slippers
- Stockings
- Nursing Bottles
- Roller and Ice Skates on Shoes

Write for NEW 1953 Catalog—in Full Color

AT THE TOY FAIR
ROOM 815
HOTEL NEW YORKER

Progressive DOLL ACCESSORIES CORP.
Room 1450 • 200 Fifth Avenue • New York 10, N. Y.

NEW!

Little Chef

MINIATURE ELECTRIC STOVE

ADVERTISED IN **LIFE**

There's a Little Chef stove for every little girl. 5 different models to choose from.

MODEL 1000
Pictured above
Size 13⅜" x 12¾" x 8"

MODEL 800
6 piece utensil set—2 elements
Size 13⅜" x 12¾" x 8"

MODEL 500
5 piece utensil set
Size 11¼" x 10⅛" x 7"

MODEL 400
Beautiful play model of gas range
Size 13⅜" x 10⅛" x 8"

MODEL 300
Single large oven model with play gas burners
Size 13⅜" x 12¾" x 8"

MODEL 1000

- **18 PUSH BUTTONS AND KNOBS THAT WORK!**
  Modern Range design for true-scale realism and play value.
- **2 LARGE OVENS, WINDOW IN BAKING OVEN!**
  For toasting sandwiches and cookies.
- **GLEAMING CHROME HANDLES AND CLOCK-CONTROL PANEL**
  Attractive, easy to clean for lasting beauty.
- **SIX-PIECE UTENSIL SET AND COOK BOOK INCLUDED!**
  Extra sales-appeal—everything included but the food.
- **IT COOKS! IT BAKES! IT'S SAFE!**
  Complete Underwriter's Approval means customer confidence.

Tacoma Metal Products Co., Tacoma, Wash.

ROOM 740,
NEW YORKER HOTEL

Radar Raider

98c

PREMIER
WATER GUNS
GUARANTEED
100%
WATER
TESTED

2500
SHOT
AUTOMATIC REPEATING
WATER
MACHINE GUN

18 INCHES LONG!

HI-VELOCITY PUMP

SHOOTS 40 FEET!

REMOVABLE METAL NOZZLE

STAINLESS STEEL SPRINGS

COLORS: Metallic, Black and Red Plastic.

Packed 1 dozen to display box. 6 dozen to shipping carton.
Weight: 35 lbs.

PREMIER *plastics company*

905 ATLANTIC AVE., BROOKLYN 38, N. Y.
New York Showrooms: 200 FIFTH AVE., N.Y.C.

FIRE TRUCKS — TRUCK AND TRAILERS

LARGE FIRE CHIEF

Red body, blue trim. 14½" L.; 4¾" W., 6" H. 12 to ctn. C. T. Takahashi.

NO. 8346 .....EACH $ 3.98

QUANTITY ORDERED _____

POKEY JOE FIRE ENGINE

All moving parts multicolored. Firemen pump, driver rings bell. Packed 2 doz. to carton.

NO. 8480.....EACH $ 0.98

QUANTITY ORDERED _____

BEKINS VAN

There's always excitement when a big van draws up, especially when it carries the insignia of a nationally known moving and storage institution. 27½" long. Wt. 8 lbs. 1 to box. 6 to master ctn. Smith-Miller, Inc.

NO. 807.....EACH $15.95

QUANTITY ORDERED _____

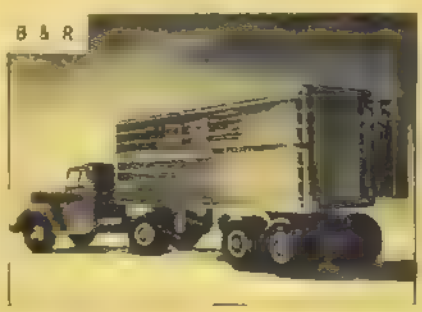
SILVER STREAK EXPRESS

An aluminum beauty. 14 dished wheels with heavy duty truck tires. 23½" long. Wt. 4 lbs. 5 oz. 1 to box. 6 to master ship. ctn. Smith-Miller.

NO. 805.....EACH $12.95

QUANTITY ORDERED _____

PACIFIC INTERMOUNTAIN EXPRESS ("P.I.E.")



The favorite truck of youngsters everywhere, in gleaming polished aluminum with double rear doors. 24" long. wt. 11 lbs. 8 oz. 1 to box. 6 to master ship. ctn. Smith-Miller, Inc.

NO. 811. .....EACH $19.95

QUANTITY ORDERED _____

MOBILGAS TANKER

Faithful in color, authentic design and insignia children recognize it as "the real thing" instantly. 22¼" long. Wt. 6 lbs. 1 to box. 6 to master ship. ctn. Smith-Miller, Inc.

NO. 805.....EACH $12.95

QUANTITY ORDERED _____

GREEN GIANT TRANSPORT

Scale model of large refrigerator or "Reefer" truck. Quality built of heavy steel, 14 large rubber tires, tandem rear axle, authentic appearing refrigerator unit—placed on the front of trailer section. Retractable stand wheels. Plated wheel rims and heavy steel plated front bumper. 22¾" long, 8¾" high; 6¾" high. 1 to box. 4 to ctn., 26 lbs. Mound Metalcraft, Inc.

NO. 850-3.....EACH $ 5.95

QUANTITY ORDERED _____

TONKA TRAILER FLEET

In one carton, 5 factual miniature models of real trailers and 2 interchangeable miniature tractors. Each tractor can be coupled to any of the trailers. Packing carton is the garage for the entire fleet. 1 complete set to ship. ctn., 20 lbs. Mound Metalcraft, Inc.

NO. 875-3.....EACH $19.95

QUANTITY ORDERED _____

ALL STEEL DELUXE VAN TRUCK

[illegible] steel chassis and front bumper. Extra heavy gauge steel van body, reinforced and welded construction. Decals, double rear doors; heavy duty truck type treaded rubber tires. Individually mounted, rear dual tandem wheels (14 wheels) Detachable cab. Retractable landing gear. 1 to ctn., 10 lbs. All Metal Products Co.

NO. 1500.....EACH $ 6.98

QUANTITY ORDERED _____

ALLIED FURNITURE VAN

Exclusive authorized reproduction in miniature of Allied Van Lines. Heavy steel construction with retractable stand wheels and locking rear doors. 10 big rubber truck tires mounted on plated steel truck wheels. Baked on enamel finish with standard "Allied" decals. 23½" long, 8½" high; 5½" wide. 1 to box. 4 to ship. ctn., [illegible] Mound Metalcraft, Inc.

NO. 480-3.....EACH $ 5.95

QUANTITY ORDERED _____

STEEL CARGO TRAILER

New. Color. White cab, red trailer, natural aluminum chassis, trailer reinforced 14 racks stakes, retra table dolly wheels, 14 rubber wheels; floating tandem duals; skid plate [illegible] long; 5-3/8" wide; 5-3/8" high. 6 to master ctn. [illegible] lbs. Structo Mfg. Co.

NO. 702 .....EACH $ 5.50

QUANTITY ORDERED _____

TRANSPORT TRAILER

Color White cab, red trailer, natural aluminum chassis; rear doors open; trailer reinforced 14 gauge stakes, retractable dollywheels, 14 rubber wheels; floating tandem duals. 21-3/8" long, 5-5/8" wide; 7-3/8" high. 6 to master ctn. Wt. doz. 78 lbs. Structo Mfg Co.

NO. 700.....EACH $ 6.98

QUANTITY ORDERED _____

ALL STEEL AUTO TRANSPORT

B & R

Body and chassis made of heavy gauge steel, baked enamel finish. Cab colorful litho. metal. Semi-trailer type. Includes 4 - 5-5/8" plastic cars. Skid rails; tail gate. 1 to box. 6 to ctn., 24 lbs. All Metal Products Co.

NO. 1104.....EACH $ 2.79

QUANTITY ORDERED _____

MOTOR EXPRESS

...½" long, tractor chassis bright metal finish with red cab. Cab lifts off revealing detailed V-8 engine. Bottom enclosed with realistic chassis details. Trailer hitch on rear of tractor permits easy removal of trailer. Trailer has bright green body with red chassis. Side door slides open, rear doors swing out. Dolly wheels swing down and lock in position. Rear wheels have independent wheel suspension. Black rubber tires. Dual wheels on rear of tractor and trailer. 1 to box. 12 to ctn. Hubley Mfg. Co.

NO. 352.....EACH $ 1.49

QUANTITY ORDERED _____

MOTOR EXPRESS

B & R

Metal. Red and green combination with aluminum trimming. Cab lifts off revealing realistic motor. Side door slides open. Rear doors swing out. Independently mounted rear wheels. Retractable trailer support. Black rubber wheels, dual in rear. 18" L. 1 to box. 6 to ctn., 32 lbs. Hubley Mfg Co

NO 507.....EACH $ 4.98

QUANTITY ORDERED _____

CATTLE TRUCK

B & R

Plastic; red and yellow combination with aluminum trimming. Cab lifts off exposing detailed V-8 engine. Realistic chassis details. Rear doors swing out. Retractable trailer support. Black rubber wheels, dual on rear of tractor. 12¾" L. 1 to box. 2 doz. to ctn., 14 lbs. Hubley Mfg. Co.

NO. 357.....EACH $ 1.89

QUANTITY ORDERED _____

LIVE STOCK VAN

Heavy steel construction, 14 H.D. truck tires on plated steel wheels, retractable stand wheels, tandem rear axle. Color: "Farm" red. 22¼" L.; 9¼" H.; 6¼" W. 1 to box. 4 to bundle, 28 lbs Mound Metalcraft, Inc.

NO. 500.....EACH $ 6.49

QUANTITY ORDERED _____

CATTLE TRAILER

B & R

New. Color: White cab, red trailer, natural aluminum chassis, rear doors open; trailer reinforced 14 gauge stakes, retractable dollywheels, 14 rubber wheels; floating tandem duals. 21-3/8" long; 5-5/8" wide; 7-3/8" high. 6 to master ctn. Wt. doz. 78 lbs. Structo Mfg. Co.

NO. 708.....EACH $ 6.98

QUANTITY ORDERED _____

GRAIN HAULER

Scale model. Rolled edges on trailer body with rugged embossed steel sides, tandem rear axle, 14 large truck tires on plated steel wheels, retractable stand wheels. Color: Plated trailer body, red tractor. 22¼" L.; 5¾" H.; 5¾" W. 1 to box. 4 to ctn., 20 lbs. Mound Metalcraft, Inc.

NO. 550.....EACH $ 4.98

QUANTITY ORDERED _____

GRAIN TRAILER

Completely new. Color: White cab, orange body, natural aluminum chassis; trailer reinforced 14 gauge stakes; retractable dollywheels; 14 rubber wheels; floating tandem duals; sliding door at rear. 20¾" long; 5-5/8" wide; 5-3/8" high. 6 to master ctn. Wt. doz. 62 lbs. Structo Mfg. Co.

NO. 706.....EACH $ 5.49

QUANTITY ORDERED _____

DIAMOND T TRUCK AND VAN

Van door opens; large cargo space; red dual wheels with black tires. Press a release lever and the cab lifts forward showing miniature motor. Cylinder head and motor block can be lifted out for make-believe engine repair. Colors—green cab, red van and black carriage 18" long; 5¾" high, 4¾" wide. Product Miniature Co., Inc.

NO. 2258.....EACH $ 2.98

QUANTITY ORDERED _____

MOTOR TRANSPORT

12¼" long. Red plastic cab and trailer with bright trimming. Cab lifts off completely, exposing detailed V-8 engine. Bright metallic plastic chassis, radiator grille and gas tanks. Trailer hitch on rear. Chassis enclosed with realistic detail. Detachable trailer 9¼" long. Carries 4 plastic toy Cadillac cars, assorted colors. Ramp hooks into trailer. Cars over 4" long; black rubber tires. 1 to box. 1 doz. to ctn. Hubley Mfg. Co.

NO. 353.....EACH $ 1.39

QUANTITY ORDERED _____

HEAVY HAULER

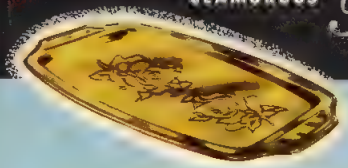
Air horn steering. All welded steel frame. 38" long; 8" high; 8" wide. All American Toy Co.

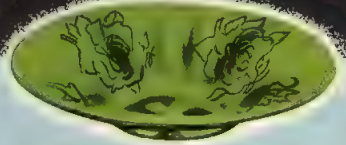
NO. HH-8.....EACH $17.95

QUANTITY ORDERED _____

REGAL QUALITY ALUMINUM IN *Festive* COLORS!

GLAMOROUS *Regal* ORIGINALS





LASTING BEAUTY

Alumilite colors are permanent — resistant to stains, mars and scratches. Easy to clean . . will not tarnish.

Jewel SERVING TRAY

Handy tray with engraved rose motif. Graceful design provides plenty of room and permits easy handling. Handy for serving drinks, sandwiches, appetizers, cakes, etc. Exquisite for use with the tea or coffee service. Size, 10 x 17 inches. Choice of Cherry Red, Sunset Gold or Emerald Green. Specify color desired.

43000A150 CHERRY RED
43001A150 SUNSET GOLD
43002A150 EMERALD GREEN
RETAIL $2.25

REGAL *Party* BOWL

Exquisitely styled with beautiful engraved decorative design. Adds charm to dinners, luncheons, picnics, etc. Perfect for serving popcorn, fruit, potato chips, nuts, candy, rolls or muffins. Lovely as a centerpiece. Deep and roomy. Top diameter, 14½ inches. Choice of Cherry Red, Sunset Gold or Emerald Green. Specify color desired.

43003A197 CHERRY RED
43004A197 SUNSET GOLD
43005A197 EMERALD GREEN
RETAIL $2.95

Poppit Pals HOSPITALITY SET

The 3 qt. "Poppit" pops corn in a jiffy. "Snap-on" cover releases just enough moisture to insure crisp, tender flakes. Bakelite handle has lift-trigger to release cover. Useful as a sauce pan for preparing vegetables, soups, stews, candies, sauces, etc. Moisture control in cover — wonderful for freshening baked goods. Companion bowls in Red, Gold, Green and Blue are smart for serving popcorn, nuts, potato chips, fruit, etc.

43006A397 COMPLETE SET
43007A257 POPPIT ONLY
RETAIL $5.95
RETAIL $3.85

RED CAP

Singing TEA KETTLE

PUSH BUTTON LIFTS CAP

NOW . . . marvelous, glowing color plus modern push-button operation. A touch of the thumb lifts the spout cap for safe, easy pouring and filling. Whistle saves time and fuel by telling when water boils. Solid aluminum — built for service. Heats fast on all types of ranges. Sure-grip, bakelite handle. Holds 3 qts. Choice of Red, Gold, Green or Blue. Specify color desired.

4339A330 CHERRY RED
4338A330 SUNSET GOLD
4337A330 EMERALD GREEN
43025A330 STARLIGHT BLUE
RETAIL $4.95

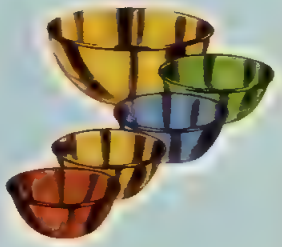
Cheerio BEVERAGE PITCHER

This tall, graceful pitcher in vivid color adds a cheery note to the beverage service. Splendid for serving all kinds of drinks. Bridge holds in the ice . . long spout permits easy pouring. Sure-grip bakelite handle. Capacity 2½ qts. Choice of Red, Gold or Green. Specify color desired.

43008A263 CHERRY RED
43009A263 SUNSET GOLD
43010A263 EMERALD GREEN
RETAIL $3.95

RAINBOW

Snack SET



Adds festive cheer to parties, luncheons, picnics, or an evening at cards or television. Wonderful for popcorn, pretzels, nuts, potato chips, candy, fruit, etc. Small bowls are ideal for cereals. Set consists of 4 qt. Master Bowl (choice of Red, Gold, or Green) and four individual serving bowls in Red, Gold, Green, and Blue. Specify color of Master Bowl desired.

43011A330 CHERRY RED
43012A330 SUNSET GOLD
43013A330 EMERALD GREEN
RETAIL $4.95

Form No. 5095
Printed in U.S.A.

4% DISCOUNT allowed on all items when purchased in quantities of 3 or more of each at one time

MILWAY, INC. — formerly Continental Distributing Co.

QUALITY REGAL ALUMINUM

Gay! Practical!

REGAL QUALITY ALUMINUM

★

EVERLASTING ALUMILITE COLORS

Colors are fused right into the aluminum to become as long-lasting as the metal itself. Smooth, hard finish resists stains, mars and scratches.

BEVERAGE SERVICE
SUNSET GOLD

Cheerio BEVERAGE SERVICE

An 8-piece set for serving all types of drinks — adds elegance to any occasion. Ideal for dining room, recreation room or kitchen — perfect for lawn parties, picnics, etc. Charmingly decorative when not in use. Set includes:

2½ QT. BEVERAGE PITCHER. Built-in ice bridge and long, narrow spout for easy pouring. Sure-grip bakelite handle.

SIX 12 OZ. TUMBLERS. The mellow beauty of these tumblers adds zest to any drink. Practical and durable — they serve endless uses.

SERVING TRAY. Lovely engraved rose motif. Handy for sandwiches, cakes, cookies, etc. Designed for sure, easy handling. Size, 10 x 17 inches.

Complete set available in Cherry Red, Sunset Gold (illustrated) or Emerald Green. Specify color desired.

43014A663 CHERRY RED
43015A663 SUNSET GOLD **RETAIL $9.95**
43016A663 EMERALD GREEN

BEVERAGE SET
EMERALD GREEN

Cheerio BEVERAGE SET

Consists of 2½ qt. Pitcher and six 12 oz. Tumblers described above in choice of Cherry Red, Sunset Gold or Emerald Green (illustrated) Set. Specify color desired.

43017A530 CHERRY RED
43018A530 SUNSET GOLD **RETAIL $7.95**
43019A530 EMERALD GREEN

REFRESHMENT SET
CHERRY RED

Cheerio REFRESHMENT SET

Includes eight 12 oz. Tumblers and 10 x 17 inch Serving Tray described above in choice of Cherry Red (illustrated), Sunset Gold or Emerald Green Set. Specify color desired.

43020A530 CHERRY RED
43021A530 SUNSET GOLD **RETAIL $7.95**
43022A530 EMERALD GREEN

4 Gay COLORS

Cheerio TUMBLER SET

Four tall, smartly-styled 12 oz. Tumblers with a richness and "feel" that makes any drink more enjoyable. Gay and decorative for dining room, recreation room or picnics. Delightful for serving chilled beverages such as iced tea, coffee or fruit juice. Four different colors make it easy to identify drinks. Tumblers can be nested to save space. Set includes one each Cherry Red, Sunset Gold Emerald Green and Starlight Blue tumbler packed in attractive gift carton.

43023A200 SET OF 4 (1 of each color) RETAIL $3.00
43024A397 SET OF 8 (2 of each color) RETAIL $5.95

4% DISCOUNT allowed on all items when purchased in quantities of 3 or more of each at one time

MILWAY, INC. — formerly Continental Distributing Co.

QUALITY REGAL ALUMINUM

The first name
in pre-school toys

HOLGATE TOYS

train as well as entertain

Famous Holgate Toys are in constant demand because they have proved so effective in child development.

Holgate's complete line covers the child's growing needs from 6 months to 8 years. Approved by pediatricians and educators.

Easier to sell because Holgate advertising pre-sells your customers!

HOLGATE BROTHERS CO., Kane, Pa.

Offices and Showrooms in
NEW YORK: 200 FIFTH AVENUE
CHICAGO: 1424-A MERCHANDISE MART
SAN FRANCISCO: 1355 MARKET STREET
DALLAS. 326 MERCHANDISE MART

a real HEADLINER

H-13-E HELICOPTER

The World's Leading Commercial Helicopter

BELL Aircraft CORPORATION

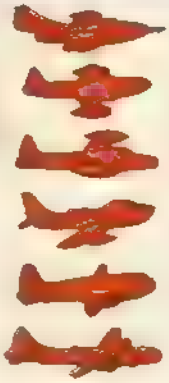
Cash in on today's headlines with scale model of Bell Aircraft's famous helicopter. Enclosed clear plastic bubble, with black instrument panel, landing skids and rubber tires. Rescue litters with clear plastic head shields attach to each side. Sturdy plastic throughout. 12" long. Come in bright red or silver grey. Individually boxed in colorful, attractive cartons.

OTHER FAST-SELLING PROFIT-MAKERS IN THE SWADAR LINE

Fairchild XC 120 PACK PLANE

COMPLETE WITH JEEP AND TANK

Front and rear cargo doors open and close to unload model jeep and tank enclosed. Precision formed sturdy plastic. Overall length 8", wingspan 10½", and height 2¾". Individually boxed in handsome display cartons.



SCALE MODEL U.S. AIR FORCE PLANES IN PLASTIC

#5 BULK PACK
Six different models in assorted colors; red, blue, yellow, green and olive drab. 6 dozen assorted colors and models per carton.

#29 AIRPLANE SETS
Set of 6 planes in assorted colors on attractive display card.

Streamline LOCOMOTIVE WHISTLES
A low cost fast selling item. They look and sound like real locomotives' whistle.

Swadar PLASTIC CO. AURORA, ILLINOIS

Hollywood Dolls the dolls of the stars

movable eyes, head, arms and legs

Princess Series
Lucky Star Series
Nursery Rhymes
Playmates
Little Friends

Toyland Series
Sweetheart Series
Lullaby Baby Series
Western Series
Everyday Series
Cradle Series
Baby Buggy Series
The Lucky Star Doll
Queen for a Day
The Wishing Doll
Old Mother Witch

The Nun
Peter Rabbit
Bunny Rabbit
Bridegroom
Ballerina
Undressed
Bedtime Dolly
Little Snow Baby
Doll Stands
Cradle
Carriage

Hollywood Doll Manufacturing Co.
1708 STANDARD AVE. GLENDALE 1, CALIFORNIA
Phone CHapman 5-3654

NEW NUMBERS!

NEW PACKAGING!
NEW APPROACHES
TO VOLUME SALES!

SELL THE ADULT AND YOU SELL THE TOY!

THAT'S THE WINNING IDEA BACK OF THE...

NEW ALUMODE ORIGINALS

For Girls and Boys In the $1, $2, $3 Price Bracket

We're unveiling some real excitement at the New York Toy Show ...new, volume-priced numbers . . . new angles that sell adults at the counter . . . modern packaging on sure-fire old favorites . . . the introduction of

ALUMINUM TOYS
SANITARY RUSTPROOF
ALUMODE
KITCHEN WARE
THAT TEACH
® Trade-Mark Reg U. S. Pat. Off.

OUR TRADE CHARACTER "KIDDYKOOKY"

who has already gone places and will ride these new numbers to new sales peaks . . . and too many other good things to fit into one ad. THERE'S GOOD NEWS FOR YOU AT KIDDYKOOK HEADQUARTERS! BE THERE!

ALUMINUM SPECIALTY CO.
Manitowoc, Wisc. . . . 200 Fifth Ave. Bldg., New York

ROOM 357—200 FIFTH AVE., N. Y.
ROOM 1217—HOTEL NEW YORKER
MARCH 8-22

ON HAND TO GREET YOU:
J. W. Torrison, Paul F. Rahr, J. C. Isselman, Chris Prost, Bob Kowalski, Dave Douglas, B. W. "Pete" Flannery, Charley Wheat, Bob Ingram, J. W. Naumann.

Just to remind you . . .

for more sales and larger profits this year, be sure to see the new fast-selling toys in the popular "Suburban" line at the Fair.

Make a note now . . .

to visit room 606 at the McAlpin Hotel where the wonderful new "Suburban" toys will be shown.

Our 1953 line includes a wide range of Tool Benches, Batons, Construction Kits and Tables at popular retail prices.

SUBURBAN TOY & MFG. CORP.

P. O. BOX 9741, PITTSBURGH 29, PENNA.

Manufacturers of quality educational toys . . . appreciated by every American youngster

New Swim Accessory Line!

Smartly Boxed for Fast Turnover

Priced Lower!

All Brass Fittings!

King Neptune Line

	Suggested Retail
Triangle Mask	$1.35
Goggles	79¢
Oval Mask	$1.35
Swim Fins MED.	$3.98
LARGE	$4.48

SEE THESE FAST SELLERS AT OUR EASTERN SHOWROOM - ROOM 420 200 5TH AVE NEW YORK CITY

MARTIN RUBBER COMPANY
LONG BRANCH NEW JERSEY

No 800
ELECTRONIC
SPACE GUN

$1.69

NOW

ORDER EARLY
SEE YOUR JOBBER
NOW!

MAGNETIC GLOBAL AIR RACE

No. 805—Never before has there been such sales acceleration on a new item. In this realistic flight game, players circle a detailed 8-inch metal world globe with magnetic airplanes that stick to the globe. Game includes play money, play gasoline, chance cards and an airport finder. **$4.95**

AMAZING SELLER!

ATTRACTING NEW MARKETS EVERYWHERE

REPLOGLE PLAY-GLOBES

NATIONAL SALES AGENT
LEVY & FRYER
Room 1453
200 Fifth Ave • New York 10

NEW! BLAST OFF

No. 815—The educational space game based on real discoveries. Players use magnetic rockets on an interplanetary globe illustrated in full color that shows all the planets in our solar system in their true relationship to the sun. Game includes secret earth code and useful information about the planets. **$3.95**

NEW! QUIZ-GLOBE

No. 625—Children become geography experts when they play QUIZ on this 6-inch globe. They spin the question-selector on a colorful base containing intriguing questions about every country. Questions appear on both sides of detachable base. Includes 32-page book with story-book descriptions of places in the quiz. An outstanding value at only **$2.95**

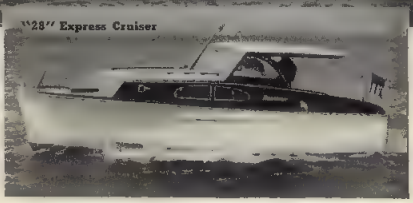
Attention

SPACE MEN!

GET THE **REAL IDEA** *with this THRILLING SPACE CONCEPT*

FUN *and* **FACTS** *that help at school!*

MANY MORE **REPLOGLE** HITS IN **ROOM 1453** FIFTH AVE. BLDG., N. Y.



Seaworthiness, Comfort, Stamina...

The RICHARDSON FLEET *for* '53

As it has been for more than 40 years of Richardson Cruiser building, only the BEST has gone into the Richardson Fleet for 1953 The *best* planning, the *best* workmanship, the *best* materials, the *best* equipment, all combine to give you the ultimate in seagoing comfort, stamina and dependability. From the salty little "28" to the luxurious Double Cabin "40", every model has been designed and built to give you the greatest value in seaworthiness, living comfort and convenience. That's why Richardson continues to set the Standard of Comparison for 1953. See the new Richardsons at the Shows or visit your reliable Richardson Dealer today.

The Double Cabin "40" — Luxurious accommodations for six or seven depending on the interior arrangment desired Two separate staterooms, fore and aft, with spacious deckhouse between. Ample locker and stowage space, mess gracious living afloat. A wealth of special equipment available, including stall shower and a wide range of twin power.

The "36" Sedan Cruiser — Richly appointed, with comfortable cruising facilities for six. Spacious deckhouse, large hanging lockers and stowage space, complete galley Full headroom throughout. Separate stateroom forward Twin power is standard equipment

The "33" Sedan Cruiser — A wonderful cruising boat for four. Large deckhouse and cockpit assure comfort in any weather. Complete galley and enclosed toilet. Generous locker and stowage space. Twin power is standard equipment.

The "33" Express Cruiser An ideal boat for cruising and sport fishing An exceptionally large cockpit yet trunk cabin is spacious and comfortable Complete galley, enclosed toilet and sleeping accommodations for four. Twin power is standard equipment.

The "28" Express Cruiser — New to the Richardson Fleet for 1953, this sturdy little ship is the successor to the famous "Little Giant." Increased length and beam give her exceptional seaworthiness for a boat of her size. Ample cruising accommodations for four.

➡ *Hydraulic Controls are Standard Equipment on all Richardson Cruisers.*

See the RICHARDSONS AT THE SHOWS

RICHARDSON *Cruisers of Tomorrow*

RICHARDSON BOAT CO., INC., NORTH TONAWANDA, N. Y.

ROGERS DRUM OUTFITS

Backed by a Century of Drum-Making Experience

COMMANDER DRUM OUTFITS—The pick of instruments and traps most desired by drummers. Contains all the requirements to satisfy modern professional drummers. Includes the following: 24"x14" Commander Bass, 14"x6½" Utility Snare; 16"x14" Tunable Tom Tom with Tom Tom Legs; 12"x8" Tunable Tom Tom; All-position Tom Tom holder; Pasha 11" Turkish type Cymbal, Paper Thin; Pasha 10" Turkish type Cymbal, Paper Thin; Adjustable Cymbal Holder 18" high; Adjustable Cymbal Holder 9" high; Hamilton Lone Star Drum Stand, Cow Bell 3½"; Adjustable Cow Bell Holder; Professional Foot Pedal; Wood Block; Wood Block Holder; Cuban Maracas, hand carved; Giant Spurs, rubber tip; Adjustable Bass Drum Muffler; Rubber covered Jazz Brushes; Hickory Snare Drum Sticks; Wilcoxon's Book of Modern Solos.

377-1D19500—Pearl White ..... **Retail $325.00**

377-2D16500—Black and Gold ..... **Retail 275.00**

RENDEZVOUS DRUM OUTFIT—Similar to the Commander Outfit except with less units. Write for literature giving complete details.

377-3D14400—Pearl White ..... **Retail $240.00**

377-4D11970—Black and Gold ..... **Retail 199.50**

PLAYMATE STUDENT DRUM OUTFIT—Similar to Commander Outfit but with less units. Write for complete literature

377-5D6900—White ..... **Retail $115.00**

377-6D6900—Black ..... **Retail 115.00**

GARFIELD PARADE DRUM—Laminated mahogany shell. Natal maple hoops. Two matched heads. Flush fitting. Scotch style double hooks top and bottom. Simple tensioning. Adjustable snare strainer. Complete with sling and sticks.

377-7D2310—10x14"
Retail **$38.50**

377-8D2520—10x15"
Retail **$42.00**

377-9D2610—12x15"
Retail **$43.50**

THREE STAR PARADE DRUM—The best in drum corps equipment. Individual die-cast separate tension casings. Heavy nickel plated fittings. Silk wire-wound field drum snares. Adjustable snare strainer. Best quality finish on strong laminated shell. Hand selected, matched calfskin heads. Sling and hickory sticks included. Mahogany finish.

377-12D3930—12x15"
Retail **$65.50**

All Items on This Page F.O.B. Ohio

HARMONY AMPLIFIER—A powerful, compact amplifier giving faithful reproduction. 2 inputs and overall volume control conveniently located at top of cabinet. 3 tubes including a dual purpose tube. Red ribbed fabrikoid with contrasting ivory sides.

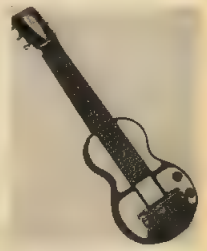
377-10D3790...Retail $57.50

SPANISH ELECTRIC GUITAR—Auditorium size arched guitar with beautifully shaded mahogany finish, highly polished. Ovaled bound fingerboard. Adjustable bridge, compensating tailpiece. For use with amplifier shown at left.

377-13D4550...Retail $70.00

CREMONA GUITAR—Grand auditorium size, with top carved and graduated from selected resonant spruce. Richly polished Cremona brown sunburst finish. Heavy composite celluloid bindings and pinline inlays. Large engraved headpiece. Pearl inlaid ovaled rosewood fingerboard. Individual tuning units.

377-14D6300..Retail $105.00



RICKENBACKER ELECTRO GUITAR—The choice of professional and amateur alike. Molded of highly polished bakelite. Rounded edges. Headpiece conceals string parts. Volume and tone controls are designed for easy manipulation while playing. Fret markings are molded in the neck and set off by white outlines and position dots.

377-18D6175...Retail $95.00

SPANISH GUITAR CASE, Economy Model

377-17D630..... **Retail $9.45**

SPANISH GUITAR CASE, Deluxe Model—Airplane construction veneer shell. Two-tone simulated leather. Plush lined. Room for accessories

377-15D2772..... **Retail $46.20**

ELECTRIC GUITAR CASE—Plywood construction. All edges round. Covered with matching tan Spanish grain Keratol. Inside fitted to hold guitar securely. Pockets for cord, steels and picks. Plush lined.

377-20D1800..... **Retail $27.00**

HUNDREDS OF OTHER MUSICAL INSTRUMENTS AVAILABLE. WRITE FOR DETAILS.

DEAGAN VIBRAHARPS And MARIMBAS...

(A) "THE IMPERIAL NOCTURNE" VIBRAHARP—Designed for greater musical expression. World famous Deagan tone quality combined with ultra smart styling. Durable non-reflecting gold-finished bars . . . Deagan Duo-Drive—beltless drive 110 volt A.C. motors (one for each pulsator shaft) that eliminate troublesome belt failures and adjustments. Lustrous satin-gold resonators complement the beautiful Blond Mahogany wood finished frame. The 3 octaves of F to F range have ½" thick bars, from 1½" to 2" wide, octavely tuned and with resonators equipped with special mounting brackets for duo-drive system. 53" long, 16" to 30½" wide, 34¼" high. Weight, 143 lbs. Complete with 4 special mallets.

379-6D56700 . . . . . **Retail $850.50**

(B) "THE PERFORMER" VIBRAHARP—Amazingly economical. Portable—easily carried around for "one night" performances. Weighs only 74 lbs. Equipped with hinged leg frames that lock in position when folded. Distinctive tuning and tone provided in generous measure in the three octave, F to F range. Polished aluminum bars, ½" thick, and from 1¼" to 1⅜" wide. Aluminum resonators secured in live rubber mountings. New wider pedal for perfect balance and absolute tone control. Modern design Royal Buff frame. 33⅜" high, 45¼" long and from 16¼" to 30" wide. Complete with 110 volt A.C. motor and mallets.

379-5D33600 . . . . . **Retail $504.00**

(C) "THE IMPERIAL BOLERO" MARIMBA—Finest, most beautiful marimba available to percussion artists—today. Lustrous satin-gold resonators complement the beautiful Blond Mahogany frame. Mellow, organ-like tone quality. Greatest possible depth and mellowness of tone built into the four octaves of genuine Honduras Rosewood bars, from C below middle C to high C, graduated from 2¼" by 1⁹⁄₁₆" to 1⅝" by ¾" in size. Mounting rails hinged in middle. Resonators separate into 2 sections each for easy dis-assembly and transportation. Weighs only 149 lbs. 33½" high, 16" to 32½" wide, 72" long. Complete with mallets.

379-4D47600 . . . . . **Retail $714.00**

(D) "THE DIANA '51'" MARIMBA—Especially designed for the advanced amateur or professional desiring full performance with smart styling and moderate price. Genuine Honduras Rosewood bars, from C (below middle C) through four octaves, graduated from 2" by 1⁹⁄₁₆" to 1¼" by ⅝". Satin-gold finished aluminum resonators blend attractively with the modern design of the tuscan bronze gold shaded frame. 63½" long, 15" to 32" wide, 34" high. Weighs only 109 lbs. Easily disassembled. Complete with mallets.

379-5D33600 . . . . . **Retail $504.00**

(E) "THE WELLINGTON" MARIMBA—Completely portable for recital, concert and classroom purposes. Amazingly economical and smartly styled. Brilliant tone. Honduras Rosewood bars graduated from 1¼" by ⅝" to 1¾" by ⅞" provide a three-octave range from F below middle C to F. Satin-finished aluminum resonators contrast attractively with the modern design of the Royal Buff frame. 32½ high, 47" long and 15¼" to 30" wide. Weighs only 62 lbs. Hinged leg frames lock in position when folded. Complete with mallets.

379-2D22400 . . . . . **Retail $336.00**

(F) "THE STUDETTE" MARIMBA—Precision tuned as accurately as a professional Marimba. So wonderful for beginning musicians because the Marimba is the only musical instrument offering background training in percussion, piano keyboard and perfect ear development. Weighs only 23 lbs. 36" long, 25" deep and 32" high. Easily portable—complete with carrying handle. Range of 2½ octaves from middle C to F. Tempered aluminum resonators. Attractive Velva-Tan finish. Genuine Honduras Rosewood bars. Complete with pair of mallets.

379-7D7350 . . . . . **Retail $110.25**

F.O.B. Factory, Illinois

All Prices Listed Include Federal Excise Tax

IN 1953
Feature and Plastic
LATEX BODIES
VINYL HEADS
Baby and Girl Dolls
Complete Range of
ROBERTA ANN
WALKING DOLLS
14" to 23"
ALL PLASTIC WITH
"SARAN" or "DYNEL" WIGS
at the Toy Fair!
Room 507

Roberta
Doll Co., Inc.

FACTORY
39 W. 19th St., N. Y. C.

200 Fifth Avenue, New York 10, N. Y.

FOR
BIG
NEWS
SEE

ROOMS
1134-1136-1137
IN THE HOTEL NEW YORKER
MARCH 9th - 18th

PALMER PLASTICS, INC
31 STONE AVE
BKLYN 33, N.Y.
Don't forget

● THE MOST FAMOUS, MOST BELOVED DOLLS IN THE WORLD! ●

Rose O'Neill's

KEWPIE and SCOOTLES DOLLS

All-Vinyl... All Styles... All Sizes!

Known and loved by children everywhere.

Fully jointed... assumes many positions. Sits, stands, kicks, tilts her head. Hand painted features.

to retail from $1.50 to $10.00

So adorable... they sell on sight!

CAMEO DOLL PRODUCTS INC. Port Allegany, Pa.

Every junior cowpoke
wants the
official
ROY ROGERS
and
DALE EVANS
Holster
Sets!
during the
TOY FAIR
on display at
HOTEL McALPIN
Rooms 945-947
visit our new
PERMANENT SHOWROOM
200 FIFTH AVE., RM. 317
Classy
PRODUCTS CORPORATION
FACTORY AND MAIN OFFICE
38-25 54TH ST., WOODSIDE 77, L.I., N.Y.
DEFENDER 5-6200

1st QUARTER SALES SHOW RECORD YEAR FOR ROY ROGERS

This month's column is sure a pleasure to write. All I want to do is thank you and your fellow retailers for the wonderful way you have taken our 4 Season Promotion for 1953 and already written increased volume this first quarter. From where we sit, it looks like 1953 will be your biggest year ever in sales of Roy Rogers merchandise. Here the first quarter isn't over yet and we're way ahead of 1952.

We promised you activity and promotions throughout all of 1953 and the Spring Promotion is now under way in many major markets and creating a lot of store traffic and some healthy transactions in the stores. Boston, Detroit, Salt Lake City and Washington, D. C. are all reporting heavy sales with the 'Roy Rogers Own Movies' as a traffic magnet.

During April, when all of us at the Double-R-Bar Ranch get out on the road through the Middle West for our Personal Appearance tour, you'll find a lot of action on Roy Rogers and Dale Evans in the markets visited.

I hope you'll stock up through the Roy Rogers licensee salesmen and do get that order in. It Seems like all the licensees were caught a little short by this unusually heavy demand.

Happy trails,

Roy Rogers

ROY ROGERS ENTERPRISES

1418 North Highland

Hollywood 28, Calif.

RE 60

. . . Alertness

(*Continued from page* 551)

rounding areas with 'Toyland.' This is especially efficient in steering tourists straight to this store. A huge electric sign simulating a cocoanut tree, with nine monkeys running up and down, is a great drawing card that fascinates children of all ages.

"Toyland" is located at 325 Union in the best business section of Nashville and is air-conditioned so as to be comfortable at all times. It occupies four floors, the first floor representing a good example of the efficient use of every inch of space for display; the second, which is many times as large, is given over to equipment, swings, slides, sand beds, turning bars see saws and the wheel toys, all of which require room for successful selling through demonstration. The third and fourth floors are used for the enormous surplus supply of toys. The main floor shows every conceivable kind of toy. On the numerous shelves on either side are various kinds of wheel toys—on the wide top ledge so as to direct prospects for those upstairs. The playthings displayed are so segregated as to facilitate effective browsing and quick selling. Everything is kept in a most immaculate and orderly manner. And Mr. Adams does not overlook the opportunity of displaying, alongside certain toys, their endorsements in articles such as those reprinted from the *Reader's Digest*, and illustrations of "correct" playthings shown in *Parents' Magazine* and similar child care publications.

Since the idea of the value of proper play has been played up by so many periodicals, P. T. A. leaders, child care specialists, And so forth, parents are confident that the right toy not only amuses but actually provides an education complimentary to regular schooling, Mr. Adams stated. "The part certain toys contribute toward developing the youngsters' creative ability, their imaginative side, their understanding, is something of which today's father or mother is well aware. Because of this the progressive parent is a prospective purchaser for toys that instruct, even though they may call for a fairly substantial outlay of money," he added.

The second floor is a real children's fairyland. Here they can inspect every kind of playground equipment, slides, swings, see saws, turning bars, bikes, tractors, doll carriages, wagons, kiddie kars, scooters and so on. For the summer season there are all sorts of wading pools, water toys and similar merchandise. It is the spaciousness of this huge second floor which enables the toys to be tried out and also permits

On Your Staff But Not On Your Payroll

Another Hortoncraft First

Yes, Mr. Dealer, our Planning Department is working for *you* . . . working to fill in the low spots in your sales (and profits) curves. Our constant research is producing new products . . . new merchandising methods . . . in short, new ways of projecting leather projects into larger profits. Take our H-line Kit Kaddy illustrated below, for example. It's a novel, new, self-service dispenser that customers just love to empty. Order from your jobber today!

See the HORTONCRAFT Line
at the Toy Fair
Room 725, Hotel New Yorker
or at our permanent display
Room 450, 200 Fifth Ave., N. Y. City

For complete dealer information and name of your nearest jobber, write to . . .

HORTON HANDICRAFT CO.
FARMINGTON 5, CONN.
First in Leather Project Kits

New Toys on Parade

Musical Rocker

Sturdily built musical rocker in waxed Birch, Maple or Black with Gold trim has imported Swiss musical movement which plays both ways—rocking forward or backward. It is the product of OAK HILL CO., 380 River St., Fitchburg, Mass.

New Makatoy Games

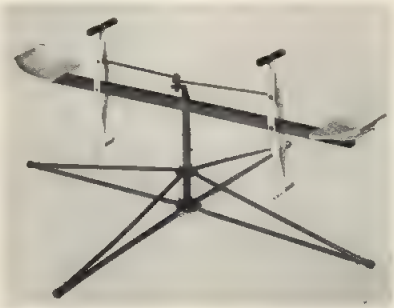
New in the 1953 line of MAKATOY CO., Chicago, are the 3 items pictured here.

Space Race No. 1538, one of 3 games in the assortment No. 1500, contains a lithographed 11" x 15" game card, with metal spinner and 4 plastic space ships, sealed in a transparent bag. The other games illustrated are 2 of the 6 comprising No. 600 *Coloring Outfit* No. 656 is a children's painting kit complete with palette of paints, brush and coloring book. *Sewing Card Fun* No. 658 contains 3 sewing cards, printed in

4 colors and diecut, together with 3 strands of different colored wool yarn with plastic tips. Both items have 4 color box wraps, which should be real "eye stoppers" at point of sale.

Kiddie Rides

EXHIBIT SUPPLY CO., 4218-30 W. Lake St., Chicago 24, Ill., will show its line of coin operated Kiddie Rides for the first time this year at the Hotel New Yorker, Room 1241. Frank Mancuri, sales manager, will be on hand. Pictured is the Roy Rogers Double R Bar Ranch *Trigger* ride. Others include Space Patrol, Big Bronco, Space Gun, Pete the Rabbit, Raw Hide, Ferdy the Bull, Rudolph the Red-Nosed Reindeer, and El Toro the Bull.



"Happy-Go-Round" Toy

"Happy-Go-Round," an unusual toy, has been introduced to the industry by the GEORGE C. KNIGHT CO., Detroit, Mich.

It is described as a "natural" to keep children of all ages happy, busy and entertained the year-round, and is said to bring to the backyard or play room all the thrill and excitement of a merry-go-round, with utmost safety.

Sturdily constructed of heavy gauge 1¾" square tubular steel and weighing 25 pounds, the unit is collapsible and may be compactly stored. Its dimensions are 28" high by 61" long. Its base measures 62" by 62" by 7". Featured are convenient footrest, rubber-tipped ¾" tubular steel legs, hardened steel bearing surface and durable steel frame built to withstand constant use.

Happy-Go-Round is built to support two heavy 200-pound men, it is claimed. It is easily propelled by one or two children regardless of age or size. No pusher is needed, as its easy push-pull pumping action sends youngsters twirling. The list price is $19.95, except in the extreme South and West where it retails for $22.95.

EXQUISITE . . . COLORFUL
Doll Costumes
NEW . . . DISTINCTIVE
CHILD TESTED

Truly the best buy in doll clothes you've seen in years, the entire line of R-lynn Originals is designed specifically for ease in handling when placing on dolls and for pressing when needed. Each dress has been tested to assure perfect sewing details and workmanship to withstand continuous child treatment

Here is beauty . . . detail . . . color-appeal and originality . . . tailored in the finest materials with full attention to quality. Nylon net, Moire, taffeta, Nylon Tulle, Spangled Tulle and other materials used in adult dress design are adapted with charming detail to compose a symphony of beauty in all R-lynn Originals.

R-lynn Originals are not seasonal . . . but have been designed for all seasons . . . with some specific designs suitable for special occasions. Each dress is available in a rainbow selection of colors and sizes to fit any Little Girl or Little Lady dolls from 11½ to 24 inches . . . and are selected by waist sizes.

UNLIMITED MODELS

LAVENDER MIST

Double layered nylon net, triple ruffle on edge of evening length skirt, plaited hip bouffant overskirt of matching satin, net trimmed, satin bodice. Complete with underskirt, panties, shoulder stole and 1 Goodluck Garter, slippers to match each ensemble.

POM POM

Four layer nylon net, top layer trimmed with sequin centered pom-poms scattered all around skirt taffeta bodice, pom-pom trimmed at breast. Panties, underskirt, shoulder stole, 1 Goodluck Garter, slippers to match each ensemble

GARDEN FLOWER

Available in all colors. Three layer, graduated nylon net, top layer trimmed at hip with plaited ruffle sequin trimmed, bodice of taffeta net and sequin trim. Includes panties, underskirt, shoulder stole, 1 Goodluck Garter, slippers to match each ensemble.

RUFFLED RHYTHM

Double nylon net skirt, upper skirt inserts of four layer net inserted waist to formal length, double ruffled at bottom. Taffeta, net trimmed bodice. 1 Goodluck Garter, slippers to match each ensemble.

STARDUST

Gathered skirt, fitted bodice nylon spangled tulle, panties, underskirt, 1 Goodluck garter, slippers to match each ensemble.

SOLE REPRESENTATIVE

HEDGER ASSOCIATES

209 S. STATE ST., CHICAGO, ILL.

RUFFLED LADY

Three tiered, sequin trimmed evening length, satin bodiced strapless formal. Available in all colors. Complete with underskirt, panties, matching shoulder stole and 1 goodluck garter, slippers to match each ensemble

MINT JULIP

A delicious pale green nylon net, three tiered, sequin trimmed evening length, satin bodiced strapless formal. Complete with underskirt, panties, matching shoulder stole and 1 goodluck garter, slippers to match each ensemble.

BLUE WALTZ

Heavenly blue (or all colors) four layer nylon net, over drape of rayon taffeta outlined in contrasting color sequins, taffeta bodice, plaited net and sequin trimmed. Panties, underskirt, shoulder stole and 1 goodluck garter, slippers to match each ensemble.

MISTY MAID

Available in all colors. Double layered nylon net, triple ruffle on edge of evening length skirt, plaited hip, bouffant overskirt of matching satin, net trimmed, satin bodice. Complete with underskirt, panties, shoulder stole and 1 goodluck garter, slippers to match each ensemble

All Costumes shown and listed priced to retail at $9.95

R-LYNN ORIGINALS

LAKE GENEVA, WISCONSIN

The SILVER EAGLE Soars Again

RIDE THE NORTH-WEST PROFIT TRAIL!

YOUR products can be dynamically marketed with those of such famous firms as:

- Aero-Bocker Knitting Mills, Inc.
- Milton Bradley Co.
- Celanese Corp. of America
- Graton and Knight Co.
- Norwich Knitting Co.
- Samuel Lowe Co.

YOU will be in good company when you tie in with this unexploited drama of the Canadian North-West and its rich new sales potential!

UP TO THE TOP BRACKET of all multi-weekly evening radio shows in record time, The Silver Eagle has captured the loyalty of 10 million kids.

New Stars **of Licensee Promotion**— The Silver Eagle and Joe Bideaux get out and sell for you in the fastest-rising, most dramatic sales-producing plan in the history of "Kids' Hero" merchandising.

Write, wire, phone today for all the details!

Jewell PRODUCTIONS DEPT. L, 185 NORTH WABASH AVE. • CHICAGO 1, ILL.

CLEVELAND • CHICAGO • LOS ANGELES
Phone: MAin 1-7822 Phone: Financial 6-4474 Phone: Hillside 7511

MOTOR BOAT RECORDS

1952 NATIONAL CHAMPIONS

(Continued from page 36)

INBOARD

CLASS	BOAT NAME	DRIVER	SITE	DATE
48 Cu. In. Hydro	Ballerina II	C. A. Bednarz, Beaumont, Tex.	Beaumont, Texas	5/ 4/52
91 Cu. In. Hydro	Miss Fort Pitt	Tony Margio, Harrisburg, Pa.	St. Petersburg, Florida	2/10/52
135 Cu. In. Hydro	Whoopee	J. J. Powell, Richmond, Va. & Joe Wolf, Reading, Pa.	Red Bank, N. J.	9/14/52
136 Stock Hydro	Cobi Red	Edward Carhart, Vineland, N. J.	Millville, N. J.	9/ 1/52
225 Cu. In. Hydro	Miss Columbus	Chuck Hunter, Columbus, Ohio	Cincinnati, Ohio	8/24/52
266 Cu. In. Hydro	Pee-Wee	Wm. E. Dale, Maywood, Calif.	Salton Sea, Calif.	11/ 8/52
7 Litre	Widdicater	B. G. Barnes, Jr., Columbus, Ohio	Buffalo, N. Y.	8/17/52
PUDH	Little Beaver	Marion Beaver, Parker, Ariz.	Salton Sea, Calif.	11/ 8/52
48 Cu. In. Run.	Doodle Whacker	S. E. Jones, Miami Beach, Fla	Beaumont, Texas	5/ 4/52
Cracker Box Run.	Tub	Don Campbell, Long Beach, Calif.	Salton Sea, Calif.	11/ 8/52
B Rac Run	Vima Mae IV	Willie Miranda, Los Banos, Calif.	Salton Sea, Calif.	11/ 8/52
C Rac Run	Cyclone	Otis Beard, St. Petersburg, Fla.	St. Petersburg, Florida	2/10/52
D Rac Run.	My Boy Woody	Elwood Pliscott, Cambridge, Md.	Buffalo, N. Y.	8/17/52
F Rac Run.	Hell's Angel	Sherm Cruchfield, St. Petersburg, Fla.	Buffalo, N. Y.	8/17/52
D Ser Run	Let's Go II	Tom Hutton, London Bridge, Va.	Buffalo, N. Y.	8/17/52
E Ser Run.	Miss Me	William Engle, Wash., Pa.	Buffalo, N. Y.	8/17/52
F Ser Run	Nitrogen	Sam duPont, Wilmington, Del.	Buffalo, N. Y.	8/17/52

OUTBOARD

M Hydro	Thum	R. D. Frawley, Dravosburg, Pa.	Lake Alfred, Florida	10/18/52
A Hydro	Z-2	Doug Creech, Charlotte, N. C.	Lake Alfred, Florida	10/18/52
B Hydro	H 22	Paul Wearly, Muncie, Ind.	Lake Alfred, Florida	10/18/52
C Hydro	H 22-2	Paul Wearly, Muncie, Ind	Lake Alfred, Florida	10/18/52
C Ser Hydro	S-67	Clyde Wiseman, Willoughby, Ohio	Lake Alfred, Florida	10/18/52
C Rac Run	Hornet XI	William Tenney, Dayton, Ohio	Lake Alfred, Florida	10/18/52
C Ser Run	W-10	Tom Small, Milwaukee, Wisc.	Lake Alfred, Florida	10/18/52
F Hydro	W-2	Harry Voyts Madison, Wisc.	Lake Alfred, Florida	10/18/52
F Rac Run.	C-243	Frank Lang, San Francisco, Calif.	Lake Merced, Calif.	11/ 2/52

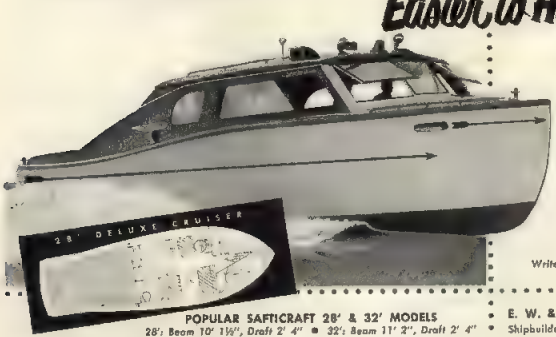
STOCK OUTBOARD

JU Runabout	18-S	Marilyn Donaldson, Dayton, Ohio	Oakland, Calif.	9/29/52
AU Runabout	So Sla	Dean Chenoweth Xenia, Ohio	Oakland, Calif.	9/20/52
BU Runabout	68-J	Ronald Zoback, Morgan, N. J.	Oakland, Calif.	9/20/52
CU Runabout		John Toprahanian, San Diego, Cal.	Oakland, Calif.	9/20/52
DU Runabout	192 V	Robert Switzer, McHenry, Ill.	Oakland, Calif.	9/20/52
EU Runabout	152-R	George Churchill, Williamina, Ore.	Oakland, Calif.	9/20/52
FU Runabout		(Not contested for)		
A Stock Hydro	Beetle Bomb VII	Dean Chenoweth, Xenia, Ohio	Oakland, Calif.	9/20/52
B Stock Hydro	Beetle Bomb VII	Dean Chenoweth, Xenia, Ohio	Oakland, Calif.	9/20/52
D Stock Hydro	Little Stinker	Ivan Harris, Loveland, Colo.	Oakland, Calif	9/20/52

SAFTICRAFT

Tougher! Roomier! Seaworthier!

Easier to Handle!



SaftiCraft is the safe, all-steel-hull boat. Stands roughest treatment at sea with less upkeep ashore.

SaftiCraft is a real seagoing boat . . . plenty of head room, elbow room, stowage facilities. All-around visibility. Simple to navigate.

Write today for illustrated brochure and further information

POPULAR SAFTICRAFT 28' & 32' MODELS

28': Beam 10' 1½", Draft 2' 4" ● 32': Beam 11' 2", Draft 2' 4"

28' DELUXE CRUISER — *Sleeps four in two cabins*

32' DELUXE CRUISER — *Huge, spacious cockpit*

28' SERVICE LAUNCH — *Seat capacity for 12*

28' SPORTSTER — *Sleeps two, for fishing*

E. W. & A. P. DUPONT, Inc.

BUILDERS OF SAFTICRAFT ★ MORGAN CITY, LOUISIANA

E. W. & A. P. DUPONT, Inc. MB-J

Shipbuilders, Morgan City, La.

Please send new illustrated brochure and further information about ☐ 28' DELUXE CRUISER, ☐ 32' DELUXE CRUISER, ☐ 28' SERVICE LAUNCH, ☐ 28' SPORTSTER.

NAME

ADDRESS

CITY . . . . STATE .

SAUCY WALKER DOLL

B&R

The doll that does everything—walks rolls her eyes; turns her head. Has Saran hair that can be shampooed, waved and curled. Sits, stands, cries, sleeps. No keys, no winding. Ideal Toy Corp.

NO. 2607—22"..... EACH $15.98

QUANTITY ORDERED _____

NO. 2008— 8" ..... EACH $ 9.98

QUANTITY ORDERED _____

TONI DOLL

B&R

Magic nylon wig can be shampooed and playwaved. Complete Toni kit has: playwave solution, creme shampoo, Toni curlers, rubber bands, tissues and directions. Doll comes in an assortment of highly fashioned dresses; has slip, elastic panties, shoes and socks. 1 to box Ideal Toy Corp.

NO. 1148, 14"—PACKED 12, 14 LBS...EACH $11.98

QUANTITY ORDERED _____

BETSY MCCALL DOLL

B&R

Beautiful doll with much appeal to little girls the year around. Inspiration from McCall Magazine. Ideal Toy Corp.

NO. 1860—14"... EACH $ 6.98

QUANTITY ORDERED _____

BABY DOLL WITH MAGIC FLESH

Skin made of vinylite. Lustrous Saran hair. Comb it, wash it, wave it. She goes to sleep when you lay her down. Dressed in sweet style dress and bonnet that match her brown hair and soft blue eyes. She can say "Mama". Ideal Toy Corp.

NO.	PRICE EACH	QUANTITY ORDERED
2497—16"	$5.98	_____
2407—18"	$7.98	_____

HARRIET HUBBARD AYER DOLL

B&R

Little girls will have the time of their young lives playing beauty parlor and learning the magic of make-up with Harriet Hubbard Ayer. This doll of beauty comes with complete 8 piece harmless Harriet Hubbard Ayer Cosmetic Kit, Beauty Table and booklet of instructions. Ideal Toy Corp.

NO. 2800—16"... EACH $11.98

QUANTITY ORDERED _____

BABY DOLLS WITH "MIRACLE" ROOTED HAIR "POODLE" STYLE

B&R

Has Dynel hair actually imbedded in the scalp. Each single fibre of hair penetrates the scalp and is firmly anchored in the head—not just sewed to a cloth foundation. The washable body, arms and legs are made of natural rubber latex and the head, which can be turned, is made of smooth, soft and pliable vinyl. The life-like glassine sleeping eyes have real lashes. The doll coos when it is hugged tightly. Dressed in attractive and bright colored taffeta dresses. Knit cotton panties and shoes and socks. 1 to box. 6 to ctn., wt. per doz. 34 lbs. Horsman Dolls.

NO. 7L17—17"... EACH $ 8.99

QUANTITY ORDERED _____

MISS CURITY DOLL

B&R

It's fun playing nurse and learning first aid with beautiful Miss Curity and the complete Bauer & Black first aid kit. Miss Curity is dressed in an authentic nurse outfit and box contains booklet of first-aid play instructions. Ideal Toy Corp

NO. 2800—14"... EACH $11.98

QUANTITY ORDERED _____

"FAIRY SKIN" DOLLS WITH "MIRACLE" ROOTED HAIR AND COATS AND HATS

B&R

Dolls are all vinyl with jointed shoulders. Hair is imbedded into doll's head, can be shampooed, combed, curled and waved and instructions and curlers are included. The coats have Peter Pan collars and smocked yokes and matching bonnets are worn over lace trimmed nainsook dresses and come in matching color assortment. With slip, panties, shoes and stocking. With coo voices, large lustrous glassine sleeping eyes and real lashes and turning heads. 1 to box 6 to ctn., wt. per doz. 42 lbs Horsman Dolls, In

NO. 4X20—20'..... EACH $10.49

QUANTITY ORDERED _____

GIRL DOLL W/SARAN WIG

All plastic fully jointed girl doll with lustrous saran wig which can be brushed, combed and shampooed. Comes with curlers. Sleeping eyes and lashes, painted features. Dressed in deluxe dress with slip, panties, shoes and socks. 1 to box. 1 doz. to ctn., 16 lbs. Ideal Toy Corp.

NO. 1807—18".... EACH $ 6.95

QUANTITY ORDERED _____

GIRL DOLL W/VINYL HEAD & ROOTED SARAN HAIR

All plastic fully jointed girl doll. Has lustrous saran wig inserted strand by strand in doll's vinyl head. Comes with curlers. Sleeping eyes and lashes, painted features. Dressed in deluxe party dress with slip, panties, shoes and socks. 1 to box. 1 doz. to ctn., 17 lbs Ideal Toy Corp.

NO. 1705—17".... EACH $ 8.95

QUANTITY ORDERED _____

SNOOKIE BOY & GIRL IN KNITTED OUTFITS.

Magic skin baby dolls with finely molded heads of boy and girl painted features. Dressed in knitted outfits. Have cooing voices. Can be washed and powdered. In acetate window display box. 10". 1 doz. to ctn., 11 lbs. Ideal Toy Corp.

NO. 0086—10".... EACH $ 2.98

QUANTITY ORDERED _____

SNOOKIE DOLL W/KNITTED OUTFIT & CAP

Magic skin baby with realistic soft head. Cooing voice. Painted features. Soft stuffed. Dressed in colorful one piece knitted outfit with knitted cap to match. Can be washed and powdered. In acetate window display box. 10" tall. 2 doz. to ctn., 11 lbs. Ideal Toy Corp.

NO. 0096—10".... EACH $ 1.49

QUANTITY ORDERED _____

JACK AND JILL

11" high. Dressed in bright colors. Made of Vinyl. Plastic shoes. Goldberger.

NO. 314	PRICE EACH	QUANTITY ORDERED
Jack	$3.49	_____
Jill	$3.49	_____

HANSEL AND GRETEL

Dressed in bright colors. Made of Vinyl. Plastic shoes. 11" high. Goldberger.

NO. 314	PRICE EACH	QUANTITY ORDERED
Hansel	$3.49	_____
Gretel	$3.49	_____

ADJUSTABLE DOLL STANDS

Practical doll stands display a [illegible] sized dolls in natural standing [illegible] Extension [illegible] prevents [illegible] Each $

Each $

Each $

Each $

MR. POTATO HEAD

Appeal for youngsters from 3 to 83. 28-piece set that will transform ordinary fruits or vegtables into 1,001 hilarious lifelike characters. Pkg. in acetate window box, size 9" x 7" x 3". 2 dz. to ctn., 26 lbs. Hassenfeld Bros., Inc.

NO. 2006.... EACH $ 1.00

QUANTITY ORDERED _____

MRS. POTATO HEAD

What a fascinating individual—as sweet as a yam tough as a turnip or comical as a carrot—it all depends on your choice Complete feminine accessories including wig of real hair. Window box, 9" x 7" x 3". 2 dz to ctn., 16 lbs Hassenfeld Bros , Inc

NO. 2002.... EACH $ 1.00

QUANTITY ORDERED _____

MR. & MRS. POTATO HEAD

Gay assortment, featuring 2 complete sets of these fascinating characters, plus extra parts to make 1,001 hilarious variations of each. Pkg. in giant size box 18" x 7" x 3". 1 dz. to ctn., 18 lbs. Hassenfeld Bros , Inc.

NO. 2006.... EACH $ 2.00

QUANTITY ORDERED _____

MR. POTATO HEAD'S FAMILY

(NOT ILLUSTRATED)

A super deluxe set, including complete sets of parts to make both Mr. & Mrs. Potato Head, plus son, "Spud" and daughter, "Yam". Size 18" x 12" x 3". 1 dz. to ctn., 26 lbs. Hassenfeld Bros.

NO. 2006.... EACH $ 3.00

QUANTITY ORDERED _____

NEW SPORT SPECIAL

3 TOYS IN ONE

Perfect year round impulse sales ...fast vacation mover...boat alone actually floats. Red car, brown trailer and white boat. All of sturdy, shock resistant plastic. Car and trailer equipped with rubber tires. 19¾" assembled.

JAGUAR

Shoots sparks from rear
High speed friction motor

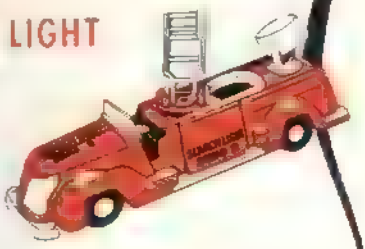
Hood lifts up showing simulated motor.
Shock-resistant red plastic
9" long. Attractive package

DUMP TRACTOR

Scale model of road construction earth mover

Sturdy plastic, red body, yellow dump bed, white operator mounted on yellow work swivel. Rubber tires. Overall dimensions: 9½" long.

Super SEARCH LIGHT FIRE TRUCK



Strong beam for simulated exciting night fires.

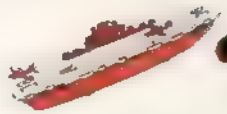
Complete with battery, bulb and on-and-off switch. Search light and adjustable ladder mounted on swivel base. 12" long. Individually boxed.

POLICE SQUAD AND RESCUE CAR

SUPER FIRE TRUCK

OTHER SALES-PROVEN ITEMS IN THE SAUNDERS LINE

The Police Rescue and Squad Cars and the Super Fire Truck both with loud sirens and friction motors



AIRCRAFT CARRIER

HOT ROD

STOCK CAR

The Aircraft Carrier that launches jet planes.
The ever popular Hot Rod and Stock Car with HOPPED-UP friction motors.

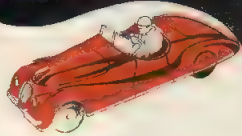
Saunders TOOL and DIE CO. • Aurora, Illinois

FIRST with the NEWEST on WHEELS

NEW SPORT SPECIAL
3 TOYS IN ONE

Perfect year round impulse sales ...fast vacation mover...boat alone actually floats. Red car, brown trailer and white boat. All of sturdy, shock resistant plastic. Car and trailer equipped with rubber tires. 19¾" assembled.

JAGUAR



Shoots sparks from rear
High speed friction motor

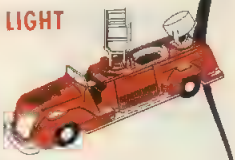
Hood lifts up showing simulated motor
Shock-resistant red plastic
9" long. Attractive package.

DUMP TRACTOR

Scale model of road construction earth mover

Sturdy plastic, red body, yellow dump bed, white operator mounted on yellow work swivel. Rubber tires. Overall dimensions: 9½" long.

Super SEARCH LIGHT FIRE TRUCK

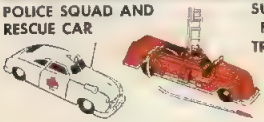


Strong beam for simulated exciting night fires.

Complete with battery, bulb and on-and-off switch. Search light and adjustable ladder mounted on swivel base. 12" long. Individually boxed.

POLICE SQUAD AND RESCUE CAR

SUPER FIRE TRUCK



OTHER SALES-PROVEN ITEMS IN THE SAUNDERS LINE

The Police Rescue and Squad Cars and the Super Fire Truck both with loud sirens and friction motors.

AIRCRAFT CARRIER — HOT ROD — STOCK CAR

The Aircraft Carrier that launches jet planes.
The ever popular Hot Rod and Stock Car with HOPPED-UP friction motors.

Saunders
TOOL and DIE CO ★ Aurora, Illinois

FIRST with the NEWEST on WHEELS

Sayco Babies

Millions and Millions of Little Girls
Have Loved Their

SAYCO DOLLS

SINCE 1907

VISIT
OUR TOY FAIR DISPLAY
ROOMS 952, 953, 954, 955
HOTEL NEW YORKER

Sayco
Doll Corporation

FACTORY
151 KENT AVENUE
BROOKLYN, N. Y.

SHOWROOM
1407 BROADWAY
NEW YORK

We extend Our Best Wishes
for a Very Merry Christmas
and a Happy Prosperous New Year

Schoenhut

MARK WELL THE NAME

Toy Pianos
Pick up Sticks
Metallophones

SINCE 1872

O. Schoenhut Inc.

2046 E. CASTOR AVE., PHILADELPHIA 34, PA.

NEW YORK REPRESENTATIVE MOSELEY & ABRAHAMS 200 FIFTH AVENUE NEW YORK 10 N. Y.

to decrease the cost of buying and selling . . .

The 1954 **American**

TOY FAIR

in NEW YORK CITY

March 8th - 17th

Exhibits at **HOTEL McALPIN**
HOTEL NEW YORKER
200 FIFTH AVENUE
1107 BROADWAY

and other **PERMANENT SHOWROOMS**

TOY M'F'RS U.S.A.
AMERICAN TOYS

TOY MANUFACTURERS OF U. S. A., Inc.
200 Fifth Avenue New York 10, N. Y.

today as in 1872

Schoenhut

is the world's hallmark of highest quality in toy pianos. We observe this 81st anniversary with profound appreciation of our responsibility to you: to maintain our level of leadership through peerless instruments, yours to present pridefully to the American public.

O. SCHOENHUT, inc.

2046 E. CASTOR AVE · PHILA. 34, PA.

MOSELEY & ABRAHAMS

200 FIFTH AVE · NEW YORK 10, N. Y.

this label means . . .

genuine *Schwinn*

the FINEST BIKES BUILT!

SCHWINN'S PREFERRED BY OVER 9 to 1

Cash in on extra sales with America's most popular bike . . . SCHWINN, the bike that's distinctively different—feature for feature . . . the bike that's preferred by over 9 to 1 against any other make in the market! Sell SCHWINN, the bike that brings faster sales and more satisfied customers . . . America's favorite in all ways!

See the Complete Line of

SCHWINN LIGHTWEIGHTS

FOR CHILDREN AND ADULTS

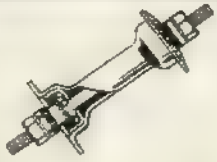
ONLY SCHWINN HAS THESE EXCLUSIVE QUALITY FEATURES:

DISTINCTIVE DESIGN
The spectacular design recognized as the Schwinn mark of quality

ELECTRO-FORGED FRAME
Exclusive frame construction—specially designed head hanger

DUR-A-ROLL BEARINGS
Triple heat-treated for extra wear and strength. Only on Schwinn.

TUBULAR RIMS
5 times stronger by laboratory test—because Schwinn builds them



LONG-LIFE HUBS
Exclusive Schwinn front hub design with replaceable cups and cones

ARNOLD, SCHWINN & CO., Chicago 39, Illinois

NOW . . . AND PERMANENTLY ON DISPLAY AT JULIUS LEVENSON, INC., 7 EAST 17th ST., N.Y.C.

Hobbycrafts on Parade

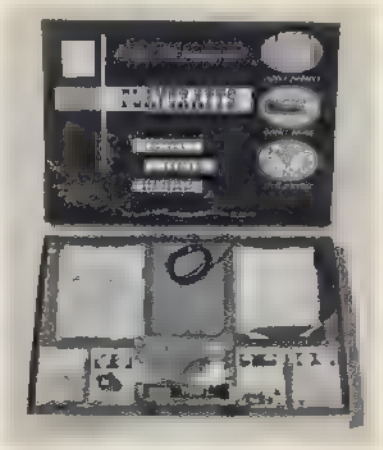
New Toy-Craft

Fabricolor Sets, a new toy and craft idea for girls. Sunlast, washable textile paints which penetrate fabric and avoid the "painted on" look. Special stencils, contained in the boxed sets, can be used to make over 150 designs. Four sets are available, to retail at $2.00, $2.50, $3.00 and $4.00. The $2.50 set includes colors only, others include stencils, instructions, plain stencil papers and knife, mixing palette. Acclaimed in the *Look* panel on toys, sets are available from the ARTONE COLOR CORP., 19 West Third St., New York 1, N.Y.

Miniature Doll Craft

KOHNER BROS., 155 Wooster St., New York 12, N. Y., in its No. 207 Miniature Doll Craft package, offers the makings of miniature dolls for Christmas trees, gift packages, party tables, cakes, knick-knack shelves—or as party favors, and lapel dolls. "There's no limit to the variety of uses for these dolls," says the manufacturer. "It's easy to make your own beautiful miniature dolls for every occasion and season."

The $2.00 set comes complete with simple instructions, doll heads, ribbons, hair material, doll stands, cement and one ready-made display doll. There's a $1.00 set also. These prices are slightly higher in the West and South



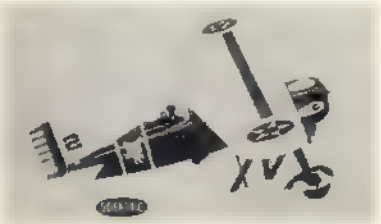
Hollywood Playcrafts

Pictured is the No. 502 *Hollywood Playcrafts* set of HOLLYWOOD SHELL & TOY CO., 4412 Sunset Blvd., Hollywood 27, Calif. It contains 8 complete make-your-own projects, 2 genuine leather lacing kits, 4 Hollywood Shellcraft Jewelry projects, a tube of shellcraft cement and a copper working tool, as well as pictures of articles to be made and simple instructions. Sets retail at $2.00 each

The No. 503 set, not pictured, contains 11 projects including 1 large and 2 medium-size coppercraft picture projects, 3 genuine leather lacing kits, 5 jewelry projects, etc., of cement and copper working tool. It retail at $3.00 and comes packed 12 to the 14-lb. carton.

Control-Line Flyers

SCIENTIFIC MODEL AIRPLANE CO., 113 Monroe St., Newark 5, N. J., has announced the addition of a Curtiss Hawk P6 E and Boeing F4B-4 to its line. Each plane is a

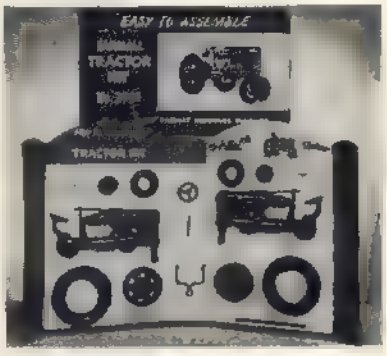


realistic version of a famous fighter biplane. The Curtiss Hawk is patterned after the U. S. Army's "Hawk" fighter. The Boeing is a semi-scale version of the

U. S. Navy's famous fighter. The prototype is associated with the world-renowned "Felix the Cat" aerobatic fighter squadron. Designed for powering with any of the popular small bore engines, both models are control-line flyers. The completely prefabricated kits bring to life the beautiful coloring associated with the originals. The kits include: carved balsa fuselage, formed balsa wings; tail assembly and struts; formed metal cowl; rubber wheels; 3-color decals; plastic pilot; all necessary hardware and complete, easy-to-follow plans. Specifications given are: wingspan 17½"; length 14"; weight 5 oz., engine disp. .027 to .074. The models retail at $2.95 each.

Tractor Kit

Easy to assemble Farmall Tractor kit of PRODUCT MINIATURE CO., INC., 2240 S. 54th St., Milwaukee, Wis., was presented for the first time at the Toy Fair. Priced to sell at $2.00, the kit sold 3 to 1 over the completed unit.



Now own the finest outboard of all!

The new Scott-Atwater Gold Pennant

7½ and 10 Horsepower

Your first glance tells you the Gold Pennant is so distinctively new that all other outboards seem out-dated! Run it and you *know* you're handling the finest outboard of all! Every modern feature you've ever wanted - from *complete* Shift to Twist-Grip Speed Control — is yours in either the 7½ or 10 hp Gold Pennant. You're set for years of carefree outboarding!

COMPLETE SHIFT on both Gold Pennant models lets you shift to forward, neutral, *and* reverse. Gives you "cruiser" control . . . more safety, more maneuverability.

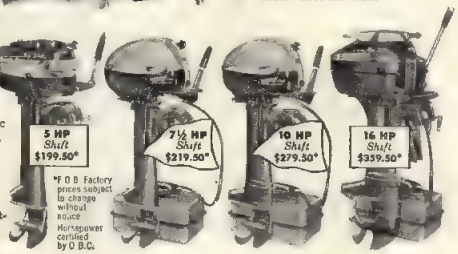
***TWO-STAGE* TWIST-GRIP SPEED CONTROL** in steering handle lets you adjust speed without turning around. New *Two-Stage* gearing gives you precision throttle control in low speeds for extra trolling ease.

SEPARATE "STOWAWAY" TANK means no refueling on the water — lets you cruise all day on a single fill. Six-gal. tank and 12 foot plug-in hose *not* under pressure. Instead, automatic fuel pump in motor does the work.

You get MORE with Scott-Atwater

MORE SHIFT MODELS TO CHOOSE FROM . . . Scott-Atwater offers you America's most complete fleet of shift outboards: four models—5 to 16 hp. You'll find one to fit your purse and boat. A rugged 3.6 hp non-shift single is also available. For name of nearest dealer see the Yellow Pages of your phone book.

WRITE FOR FREE FOLDER: Dept. MB-13, Scott-Atwater Mfg. Co., Inc., Minneapolis 13, Minn.



*F.O.B. Factory prices subject to change without notice. Horsepower certified by O.B.C.

The producers of THE LONE RANGER make available for merchandise licenses another Smash Hit Show with wide juvenile appeal!

- **RADIO** *Fourteen years. 434 Mutual Broadcasting System stations carry this top-rated show twice each week. Sponsored by Quaker Oats Co.*
- **COMIC BOOKS** *by Dell Publishing Co.*
- **COLORING BOOKS** *by Whitman Publishing Co.*
- **PHONOGRAPH RECORDS** *by Decca Records, Inc.*
- **PUZZLES** *by The Milton Bradley Co.*
- **HOLSTERS** *by Esquire Novelty Co.*
- **FLASHLIGHTS** *by U. S. Electric Mfg. Co.*
- **PLAYSUITS** *by Herman Iskin & Co., Inc.*
- **SCHOOL BAGS** *by National Leather Mfg. Co.*
- **BADGES, PIN BUTTONS** *by Charles M. Geraghty Co., Inc.*

The same thoroughgoing policy which has made *The Lone Ranger* the most remarkable *sustained* merchandising success in America . . . now will be devoted to another proven favorite! *Sergeant Preston of the Yukon*—and his wonder dog *"Yukon King"*—are natural merchandise tie-ins! A number of select manufacturers have already applied for and received merchandise licenses . . . a limited number are still available. For complete details write:

TRENDLE · CAMPBELL · MEURER, INC.

28 WEST ADAMS AVENUE
DETROIT 26, MICH.

Also producers of:
THE LONE RANGER • THE GREEN HORNET
THE AMERICAN AGENT

The producers of THE LONE RANGER make available for merchandise licenses another Smash Hit Show with wide juvenile appeal!

- **RADIO** — *Fourteen years. 434 Mutual Broadcasting System stations carry this top-rated show twice each week. Sponsored by Quaker Oats Co.*
- **COMIC BOOKS** — *by Dell Publishing Co.*
- **COLORING BOOKS** — *by Whitman Publishing Co.*
- **PHONOGRAPH RECORDS** — *by Decca Records, Inc.*
- **PUZZLES** — *by The Milton Bradley Co.*
- **HOLSTERS** — *by Esquire Novelty Co.*
- **FLASHLIGHTS** — *by U. S. Electric Mfg. Co.*
- **PLAYSUITS** — *by Herman Iskin & Co., Inc.*
- **SCHOOL BAGS** — *by National Leather Mfg. Co.*
- **BADGES, PIN BUTTONS** — *by Charles M. Geraghty Co., Inc.*

The same thoroughgoing policy which has made *The Lone Ranger* the most remarkable *sustained* merchandising success in America . . . now will be devoted to another proven favorite! *Sergeant Preston of the Yukon*—and his wonder dog "*Yukon King*"—are natural merchandise tie-ins! A number of select manufacturers have already applied for and received merchandise licenses . . . a limited number are still available. For complete details write:

TRENDLE · CAMPBELL · MEURER, INC.
28 WEST ADAMS AVENUE
DETROIT 26, MICH.

Also producers of:
THE LONE RANGER • THE GREEN HORNET
THE AMERICAN AGENT

SESSION'S Self-Starting ELECTRIC CLOCKS

ELEGANCE—High lustre chrome finished metal case, 7½" diameter. Round 5½" metal dial with frosted aluminum center field. Molded recess with Cordklamp in back of clock case for retaining cord slack. Self-starting electric time movement. Choice of white, black or red numeral band—contrasting numerals and hands. Specify color.

55006AU388
55006AUK366—6 or more } **Retail . . $5.95**

CELESTIAL—All purpose wall clock or desk clock. 9" dial. Jet black 4" metal dial with white numerals and yellow minute markers. Chrome finished metal bezel. Flange is of clear polystyrene plastic. Has removable metal wire foot if wall hanging is preferred. Self-starting electric time movement.

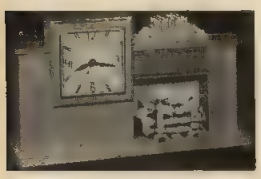
55002AU504
55002AUK475—6 or more } **Retail . . . $7.95**

BEAUTY—Pure white polystyrene plastic case, 7¼" square, 5½" metal dial with frosted aluminum center field. Molded recess with cordklamp in back of clock case for retaining slack in electric cord. Self-starting electric time movement. Choice of black, red or yellow numeral band—contrasting raised numerals, hour and minute hands. Specify color.

55001AU331
55001AUK312—6 or more } **Retail $4.95**

PREFERENCE—Molded polystyrene plastic case, 7½" square, 5½" metal dial with frosted aluminum outer field and glossy black inner field. Numerals in black trimmed with yellow—hour and minute hands pure white. Molded recess with cordklamp in back of clock case for retaining slack in electric cord. Self-starting electric time movement. Available in white, red, yellow case colors. Specify color.

55000AU331
55000AUK312—6 or more } **Retail $4.95**



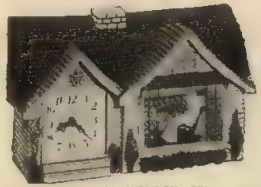
FIREPLACE CLOCK

Realistic log fire controlled by hidden switch. Square faced clock in polished hardwood frame. Book shelf with baby shoes book ends. Self starting United Electric clock. Length 13½ in. Width 3 in. Ht. 7½ in.

5529CU610 . . . . . Retail $9.95

CLASSIC—Alarm or desk model in mahogany finished wood case, 6" wide, 4½" high. Has Trushel alarm. Highly polished brass 3½" bane with 2" spun gold metal dial. Black numerals, hour and minute hands. Heavy polished brass metal base. Self-starting electric time movement.

55005AU567
55005AUK535—6 or more } **Retail $8.95**



HOME SWEET HOME CLOCK—Hansen synchron self-starting electric motor and movement. Little old lady rocks continuously and illuminated fireplace flickers. Three dimension scene. Walnut or antique ivory finished case. 12x7½x3¼". AC only.

5576CU1017
5576CUK954—6 or more } **. Retail $16.95**

SWEETHEART ACTION CLOCK

Hand painted figures swing in and out. Also switch for indirect lighting. Marbleized plastic case 12 in high, mounted on gold plated, cast metal base.

5554CU600 . . . . . Retail $12.75

CANARY WALL CLOCK

Beautifully detailed cottage clock with action canaries in window. Two-tone, contrasting color finishes. Makes a welcome addition to any home. Electric self starting movement.

5532CU450 . . . . . Retail $7.50

MAJORETTE ACTION CLOCK

Beautiful hand cast figure with live action, twirling baton. Westinghouse designed electric motor. Cast in unbreakable metal. Height 12 in. Oxidized bronze finish.

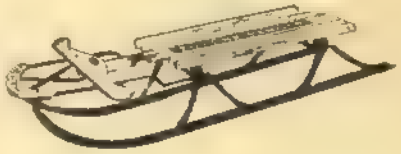
5579CU475 . . . . . Retail $9.95

WOOD SLEDS – Well made of hardwood in natural varnished finish. Runners are 5/16" diameter round steel rod. Packed 6 to bundle.

NO.	LENGTH	WIDTH	EACH	SUGGESTED RETAIL
328	28"	11"	$3.02	$2.20
336	36"	12"	3.46	2.50

FRISKY FLYER STEERING SLEIGHS – Streamlined steering sleighs with high carbon concave steel runners, non-skid. Positive cross lever steering. Hard maple deck, spar varnished natural finish. Metal parts, baked on red enamel. Strongly constructed to withstand the roughest use.

NO.	LENGTH	WIDTH	EACH	SUGGESTED RETAIL
436	36"	13½"	$6.24	$4.29
443	43"	13½"	6.92	4.75
447	47"	13½"	7.98	5.50

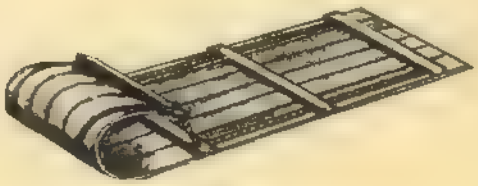


BABY SLEIGH – A new ski type baby sleigh that is sure to be a seller. Made of selected Canadian hardwood, sturdily constructed, in natural varnished finish. It's a dual-purpose sleigh, as the side racks and back can easily be taken off, and the handle, making it a regular sleigh. Length overall , 31", width 14", height 13". The runners are 2" width, and the seat is only 38" above ground, no danger of overturning. 29" hardwood handle, on steel attachment.
NO. 430. . . EACH $7.78. . . SUGGESTED RETAIL $5.65

BABY SLEIGH CUSHION – Made from 8 oz. duck, cotton filled. Bound on seams and button quilted. Will fit NO. 430 baby sleigh.
NO. 430C. . . EACH $2.50. . . SUGGESTED RETAIL $1.89

TORPEDO TOBOGGANS

NO.	LENGTH	EACH	SUGGESTED RETAIL
204	4 ft.	$ 8.03	$ 5.85
205	5 ft.	10.36	7.50
206	6 ft.	12.52	9.10
207	7 ft.	15.40	11.15
208	8 ft.	17.66	12.75



TOBOGGAN CUSHIONS – High quality waterproofed canvas casing, sturdily stitched to prevent ripping or tearing out of filling. Centre sewn against bunching of material.

NO.	TO FIT	EACH	SUGGESTED RETAIL
204C	4 ft.	$3.70	$2.75
205C	5 ft.	5.00	3.75
206C	6 ft.	6.20	4.65
207C	7 ft.	7.40	5.50
208C	8 ft.	8.60	6.45

HOCKEY STICKS – Sher-wood's PERMABOND LAMINATION process revolutionizes old-fashioned methods of making hockey sticks.
The rock elm blade and white ash handle are bonded permanently into one sturdy unit. Cured electrica ly, at very high temperatures, the resulting join is stronger, more lively and resilient, thus more shock-resistant. Completely waterproof, will not warp or become loose.

PACKAGED in unit's of 12, 8 Left and 4 Right Hand in assorted lays from 4 to 7, 1/4, 6/5, 4/6, 1/7.

SHER WOOD
TRADE MARK

PROFESSIONALLY PERFECT

With Flexible Stiff Action

SHUTOUT GOAL STICKS – Special design professional model. Regulation size. Fully lacquered and waterproofed. Ice lays 11 to 18. Lengths 48" to 53".
NO. HG40. . . EACH $5.90. . . SUGGESTED RETAIL $8.00

AMATEUR GOAL STICK – Well made centred stick, good quality. Lacquered blade and sections. Ice lays 12 to 16.
NO. HG35. . . EACH $5.10. . . SUGGESTED RETAIL $9.50

CRACKSHOT GOAL STICK – Bantam size stick of good materials. Lacquered and coloured bands. Assorted lengths.
NO. HG25. . . EACH $3.30. . . SUGGESTED RETAIL $2.90

PRO HOCKEY STICK – Extra special model, perfect in all details. Hand-planed, lacquered and sealed. In Left or Right hand. Length 53".
NO. H31. . . EACH $4.20. . . SUGGESTED RETAIL $3.15

SUPERLITE HOCKEY STICK – A carefully selected stick. Moisture sealed throughout. Ice lays 4 to 7. Supplied in Left, or Right hand. Length 53".
NO. H26. . . EACH $3.46. . . SUGGESTED RETAIL $2.60

SPECIAL HOCKEY STICK – Nicely balanced model for the amateur. Lacquered and pinned blade. 2 Green bands. Ice lays 4 to 7. Length 53".
NO. H21. . . EACH $2.86. . . SUGGESTED RETAIL $2.15

FAVOURITE HOCKEY STICK – Full size model, well made. Lacquered and pinned. 1 Red Band. In Left or Right. Ice lays 4 to 7. Length 50" to 53".
NO. H16. . . EACH $2.20. . . SUGGESTED RETAIL $1.65

JUNIOR PRO HOCKEY STICK – Popular model with the juniors. Full size blade and handle. Lacquered and pinned. Orange band. Ice lays 4 to 7. Left or Right supplied.
NO. H13. . . EACH $1.80. . . SUGGESTED RETAIL $1.35

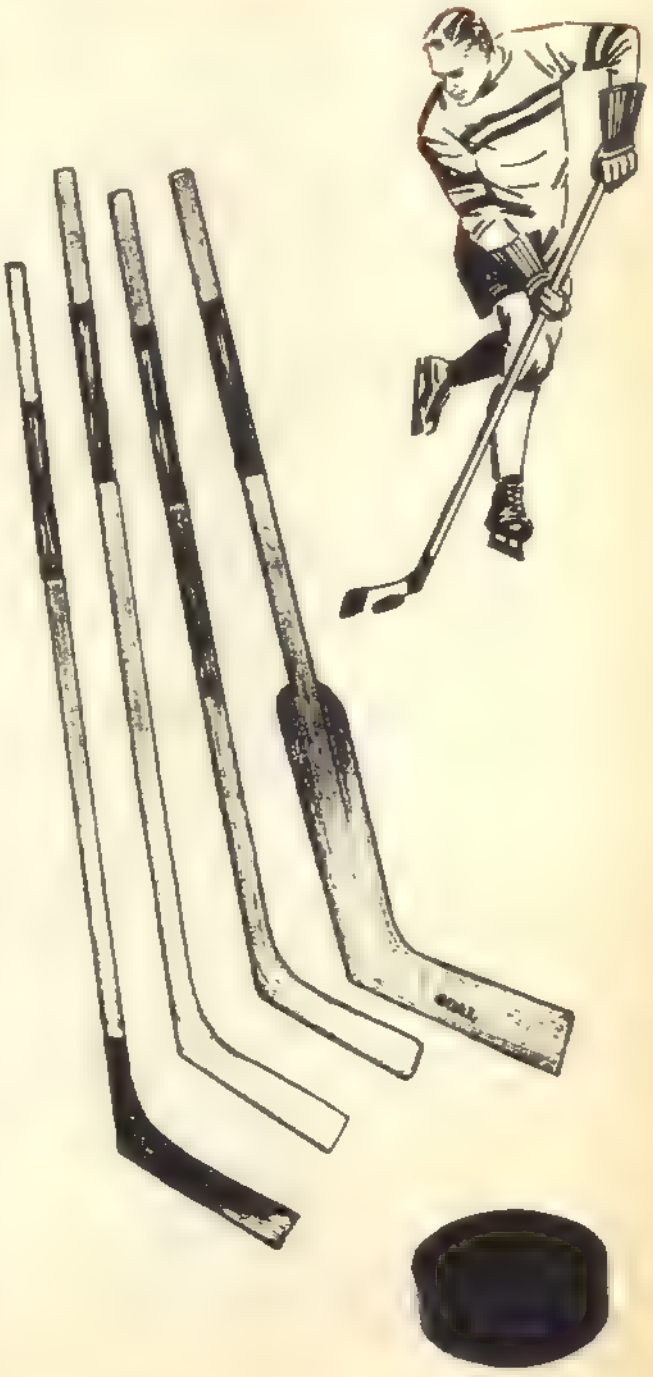
AMATEUR HOCKEY STICK – Special boys' model. 2 piece construction. Lacquered blade. Length 50" - 53".
NO. H10. . . EACH $1.34. . . SUGGESTED RETAIL $1.00

CRACKSHOT HOCKEY STICK – 2 piece construction. Junior size blade, lacquered. Handle lengths 40" - 46".
NO. H6. . . EACH $ .92. . . SUGGESTED RETAIL $ .69

BOYS SPECIAL HOCKEY STICK – Well made stick from good material. Assorted lengths.
EACH $ .61. . . . . SUGGESTED RETAIL $ .45

REGULATION HOCKEY PUCKS – Black hard rubber, full regulation size.
EACH $ .28. . . . . SUGGESTED RETAIL $ .25

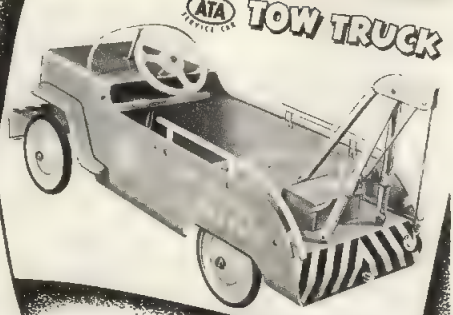
JUVENILE HOCKEY PUCKS – Slightly smaller in diameter than the regulation size.
EACH $ .16. . . . . SUGGESTED RETAIL $ .15



Roy Rogers'
"NELLYBELLE"

Nationally Advertised in LIFE, TV, Radio

OFFICIAL ATA SERVICE CAR
TOW TRUCK



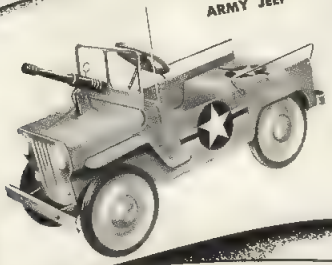
Nothing Like 'em On the Market!

You ought to see the exciting new '53

Sherwood Line

The *new* '53 Sherwood Line* is the action line that has built toy department volume wherever displayed. Every number has eye-appeal and buy-appeal. Sturdily designed, ball bearing construction in all models—you're *sure* when you feature Sherwood.

AIR FORCE JEEP
ARMY JEEP



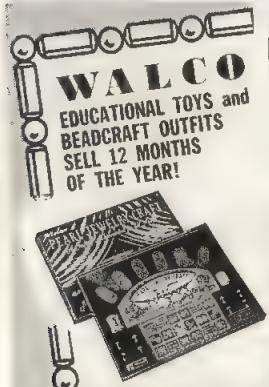
BIG BOY HOOK & LADDER

*The entire Sherwood line is popularly priced to allow for top mark-up. Write for attractive full color catalogue showing detailed specifications.

IF IT'S Sherwood IT'S GOOD

Sherwood Toys Company, Inc.

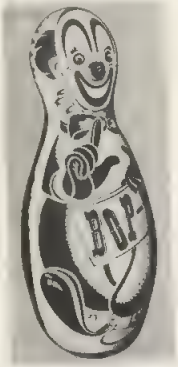
Showroom: 200 Fifth Ave., Suite 659, New York 10, N.Y. Factory: Walden, N.Y.



URB PLASTICS FEATURING EYE-ROLLING PUNCH TOYS

Urb Plastics Corporation, 130 Prince St., New York 12, well known manufacturers of plastic inflatables, are featuring "Bop-O With the Rolling Eyes," in two sizes Senior and Junior. A special sales feature resides in the fact that a pair of boxing gloves is also provided with each semor number The larger size measures 50" tall and the entire set is ideal for a boxing bout, retails at $3.98.

The manufacturer also points out that



this colorful and lively roly poly is made to take the toughest kind of pounding from the most obstreperous youngster. An amusing feature is the way "Bop-O's" eyes roll and sway with every punch. You knock him down and he comes back for more. This ideal exerciser is said by the firm to be recommended by leading child psychologists as a perfect partner for the growing "he-man."

"Bop-O" Junior is also equipped with rolling eyes—and retails for $1.98. Neal Renard and Dave Press are enthusiastic about these new action inflatables and report a most gratifying reception from visiting buyers at the Urb showroom, 200 Fifth Ave New York

PHILADELPHIA WHOLESALER MOVING TO NEW LOCATION

It has been disclosed that Morris C. Waldman & Company, distributors of toys and juvenile furniture will occupy, once extensive alterations have been completed, a new site on the corner of Second and Spring Garden Streets, Philadelphia

The building is part of a tract sold recently for $80,000 The Waldman firm is now at 109 North Second Street.

PART-TIME BIKE FANS

According to a survey of riders by the Bicycle Institute of America singers and baseball players are the most ardent spare-time cyclists in the ranks of professional people

Colorful

PETAL CRAFT*

The New, Fascinating Activity Toy

- EDUCATIONAL
- CREATIVE
- AMUSING

Endorsed by Leading Educators

For the child that wants 'something to do", PETAL CRAFT is the answer PETAL CRAFT is an entirely new art medium. It is fun to use, teaching color-blending and developing creative designing at the same time With its sturdy perforated board and Hyacinth shaped petals of gleaming plastic in nature's softly colored tints, PETAL CRAFT is a toy of beauty. The petals are self-locking and will not drop out when on the board.

PAT PEND.

PETAL CRAFT, Senior

Complete with 200 petals in 10 colors, mounting board book of instructions and designs in a toy, colorful box
To retail at $3.98.

PETAL CRAFT, Junior

Complete with 80 petals in 4 colors mounting board book of instructions and designs in a gay colorful box.
To retail at $2.00

Write for attractive descriptive booklet

PETAL CRAFT, INC.

BOUND BROOK, N. J.

*TRADE MARK

Showroom: 530 Fifth Avenue, New York 20, N. Y.

NATIONAL REPRESENTATIVES

FOR

WANNATOY

★

PLASTOMATIC

★

SHERIFF HOLSTERS

★

SKILL-ROLL

Jobbers—Chains—INQUIRIES INVITED

SMITH-BENNY SALES CO.

• Sales Representatives •

11 West 42nd St. New York 36

27 SALES OFFICES

STRUCTO

WRITE FOR CATALOG

No. 340
STRUCTO END-LOADER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

No. 402
MACHINERY TRUCK AND STEAM SHOVEL

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

STRUCTO MFG. CO., FREEPORT, ILL.

SNUFFY CLOWN

is new . . . gay, impish, flirtatious . . . so appealing he is welcome in all seasons by all ages . . . he's an all-around personality . . . take one look — hold him — if he doesn't suggest a dozen ideas for display and promotion—then what does!

- 20" stuffed doll
- Red plastic nose
- Felt hands and feet
- Washable suit
- Tinkle bell
- Wool pom-poms
- Finest fabrics and workmanship
- Packed in assorted colors and patterns
- Shipping weight 14 lbs. per doz.
- SNUFFY CLOWN IS DEFINITELY QUALITY!

JO ANN INDUSTRIES

1220 MORSE AVE.
CHICAGO 26, ILL.

New York Representative
Ja Mel Company
1384 Broadway
Room 1104

Wal-Feld Musical Toys

With their new Musical Demonstrator in the spotlight, The Wal-Feld Co., 443 Broadway, New York, is showing a complete, diversified assortment of Musical Glamour Dolls, Musical Stuffed Toys and Musical Novelties.

The new Wal-Feld Musical Demonstrator, electrically powered, is a large, gorgeously attired *Bride Doll* which revolves continually and plays songs widely popular with children and grown-ups. A marvelous attention-getter, it already is the talk of the trade. The Wal-Feld Musical Demonstrator is available on basis which is bound to create volume sales and profits for the retailer who uses it.

Wal-Feld Musical Stuffed Toys all wear unique *"I Am Musical"* neck ribbons—an exclusive Wal-Feld feature—which immediately draws attention to the fact that they are musical not just toys.

The *Musical Glamour Dolls* are individually packed in striking, acetate-window display boxes, with strong self-selling copy.

The complete Wal-Feld Line will be on display during the Toy Fair in Rooms 636-637, Hotel New Yorker. Jack and Seymour Feldstein, Alfred Fischer, and a large corps of salesmen who cover various territories will be on hand.

Small Kiddies Like Soft Toys

They like soft things, as you know, which they can hug and squash and even hold in one hand as they crawl or push around on the floor. Among these toys may be mentioned:

- Semi-soft rubber circus figures.
- A slumber pup (in tan or white), of a soft-napped fabric.
- A cuddly sleeping cat in white or pink.
- A soft monkey, in blue or white.
- A small fuzzy teddy bear.
- A snowman who plays "Jingle Bells."

In general, it may be stated that furry animals delight all pre-school children. Small children also love soft dolls.

TEMCO SCOOTER

The TEMCO four-wheeled Scooter which rides like an airplane is sure to delight any youngster aged 3 to 10. It glides . . . it dives . . . it banks . . . it zooms . . . it steers like an airplane, too! Just push the joy stick and lean to one side and all four wheels turn together

THIS SCOOTER IS FAST. . . it has four rubber-tired ball-bearing wheels.

THIS SCOOTER IS SAFE . . . its four wheels and low center of gravity prevent tipping over and nasty spills.

THIS SCOOTER IS DURABLE . . . it will last for years and is strong enough to hold Dad as well as the kids

Feature the TEMCO SCOOTER and you'll see how profitable a wheel toy can be! It's a fast moving toy which sells itself and means increased sales volume

For information about the TEMCO FOUR WHEEL SCOOTER, its attractive sales margins, and further facts write to

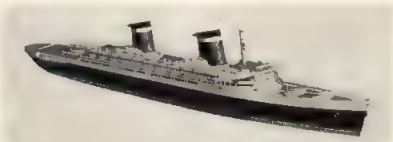
TEMCO
PRODUCTS, INC.
2815 LOS FLORES BLVD.
LYNWOOD, CALIFORNIA

NEW YORK REPRESENTATIVE
JULIUS LEVENSON, INC.
7 East 17th Street, New York, N. Y.

New Toys on Parade

New Duchess Combination

Peter Pan and *Tinker Bell* are packaged together in one attractive acetate window box by the DUCHESS DOLL CORP., 86-27 Roosevelt Ave., Jackson Heights, New York. Their appearance, of course, coincides with the pre-release of the new Walt Disney feature movie. The box of two dolls will retail at $1.98.



Garden City Toy Books

For the first time, GARDEN CITY BOOKS, a division of Doubleday & Co., 575 Madison Ave., New York 22, New York, will offer its entire line of well-established toy books and educational books to the toy trade. Featuring prepaid shipment, generous advertising allowances, display fixtures, and other benefits to the retailer, the company's Toy Fair display in Room 1275, New Yorker, will have a large variety of merchandise.

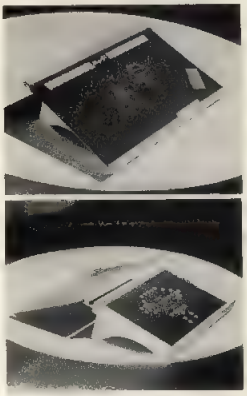
Stars of the line are the Rigby punch out model books—flying aircraft (including a 2' long spaceship) and authentic ship models (including a 3' long *S. S. United States*, pictured) Other activity-play books include the Fold-Away series (books that erect into large doll houses, ranches, train stations, etc.) and the Picturama series (5'-long punch out play kits, one of which is pictured).

The publisher's educational series is the Real Book line, of which over half a million copies have been sold in a little over one year. With 46 titles covering every field of interest to children 8-up, Real Books include hobbies, sports, science, history, biography, etc. Each is fully illustrated.

One of the sales features that Garden City stresses most strongly is that the retailer is protected against mark-downs, as all titles are exchangeable for others. Wrapping and shipping is simple with books, as well, and most sales are carry-outs

Chalkboard—Pegboard Combination

Playwriter Junior has been introduced by PLAY CRAFT PRODUCTS CO., P. O. Box 352, Gresham, Oregon. This unit is finished in natural maple with 11" x 16"



chalkboard which folds back to reveal box with pegboard and colored pegs. Made to retail at $2.29, the unit is warehoused in Chicago, Newark, Dallas and at the factory.

Billions of Bubbles

Fisher's *Billion Bubble Machine*, available through CLOVER HOUSE, Box 1107, Santa Monica, Calif., should keep the youngsters—and adults—amused for hours. By turning the plastic wheel and blowing, a stream of vari-colored bubbles pour forth. It is said not to drip and retails for $1.00. Bubble fluid is included

NEW!

TINKERTOYS IN COLOR!

Color is absolutely harmless!
All Tinkertoy rods are now finished in brilliant red—a government-certified, pure food color guaranteed absolutely harmless.

New exciting sales appeal... faster profits for you

COLOR . . . just one more step in our greatly expanded program of merchandising and advertising to make 1953 your biggest Tinkertoy year of them all.

Anticipating your early orders we are enlarging our manufacturing and warehousing facilities.

Welcome to our rebuilt display rooms at 200 Fifth Avenue, New York, Suite 454. We look forward especially to your visit during the Toy Fair.

Everything new for a record-breaking '53

1. New COLOR appeal.
2. New, fascinating model designs.
3. New National Advertising.
4. New — Tinkertoys are now backed by the tremendous resources and technical skills of SPALDING, world leader in recreational products.
5. Five Sizes — a Tinkertoy set for every age and price bracket.

THE TOY TINKERS Division of

A. G. Spalding & Bros. Inc.

807 Greenwood St., Evanston, Ill.

NEW!

TINKERTOYS IN COLOR!

See them
in Room 454
200 Fifth Ave.
New York

Color is absolutely harmless!
All Tinkertoy rods are now finished in brilliant red—a government-certified, pure food color guaranteed absolutely harmless.

New exciting sales appeal... faster profits for you

COLOR . . . just one more step in our greatly expanded program of merchandising and advertising to make 1953 your biggest Tinkertoy year of them all.

Anticipating your early orders we are enlarging our manufacturing and warehousing facilities.

Welcome to our rebuilt display rooms at 200 Fifth Avenue, New York, Suite 454. We look forward especially to your visit during the Toy Fair.

THE TOY TINKERS *Division of*
A. G. Spalding & Bros. Inc.
807 Greenwood St., Evanston, Ill.

Everything new for a record-breaking '53

1. New COLOR appeal.
2. New, fascinating model designs.
3. New National Advertising.
4. New — Tinkertoys are now backed by the tremendous resources and technical skills of SPALDING, world leader in recreational products.
5. Five Sizes — a Tinkertoy set for every age and price bracket.

NEW!

TINKERTOYS IN COLOR!

See them
in Room 454
200 Fifth Ave.
New York

Color is absolutely harmless!
All Tinkertoy rods are now finished in brilliant red—a government-certified, pure food color guaranteed absolutely harmless.

New exciting sales appeal... faster profits for you

COLOR . . . just one more step in our greatly expanded program of merchandising and advertising to make 1953 your biggest Tinkertoy year of them all.

Anticipating your early orders we are enlarging our manufacturing and warehousing facilities.

Welcome to our rebuilt display rooms at 200 Fifth Avenue, New York, Suite 454. We look forward especially to your visit during the Toy Fair.

THE TOY TINKERS *Division of*
A. G. Spalding & Bros. Inc.
807 Greenwood St., Evanston, Ill.

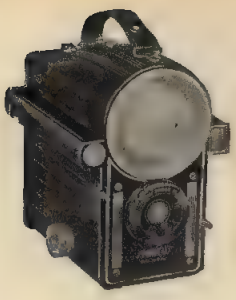
Everything new for a record-breaking '53

1. New COLOR appeal.
2. New, fascinating model designs.
3. New National Advertising.
4. New — Tinkertoys are now backed by the tremendous resources and technical skills of SPALDING, world leader in recreational products.
5. Five Sizes — a Tinkertoy set for every age and price bracket.

SPARTUS CAMERAS

Nationally Advertised

Unconditionally Guaranteed

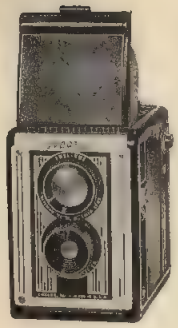


(A)

(A) SPARTUS PRESS FLASH CAMERA—Fixed focus lens and exclusive self-contained flash chamber. Eliminates guesswork. Extremely efficient for indoor or outdoor photography for both color or black and white. Eight 2¼ x 3¼ prints on No. 120 film. Smartly designed in attractive shelf display packaging. Comes complete with 4 flash bulbs

3080C977
3080CK877—12 or more ..... **Retail $14.75**

3081C267—Carrying Case for above camera ..... **Retail $4.00**

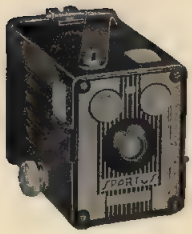


(B)

(B) SPARTUS FULL-VUE CAMERA—Has new synchronization for flash. Easy to see brilliant view finder that shows the picture exactly before taken. Streamlined body. Easy to operate—no adjustments or settings. Just snap shutter. Takes twelve 2¼ x 2¼" pictures on No. 120 film. Either color or black and white. Attractive display packaging

3151C650
3151CK582—12 or more ..... **Retail $9.85**

3082C200—Carrying Case for above camera
3082CK180—12 or more ..... **Retail $3.00**



(C)

(C) SPARTUS BOX CAMERA—Load—aim—click for the most perfect snapshot possible. Tried and tested. Ideal for camera user who desires accuracy coupled with simplicity. Twin view finders for snapping horizontal or vertical. Takes eight 2¼ x 3¼" prints on No. 120 film. Uses either color or black and white. Ideal for youngsters as well as grown-ups. Comes attractively packaged.

3158C391
3158CK351—12 or more ..... **Retail $5.95**

3083C133—Carrying Case for above camera ..... **Retail 2.00**

(D SPARTUS FLASH ATTACHMENT—For all Spartus cameras synchronized for flash. Complete with 4 flash bulbs.

3076C267
3076CK240—12 or more ..... **Retail $4.00**

Fits All Spartus Cameras Except 3158

(D)

(E) SPARTAFLEX REFLEX CAMERA—Automatic dual-focusing coated twin lens. Synchronized for flash. Includes flash gun as illustrated. Incorporates the features of the ever popular Spartus Full-Vue plus automatic dual focusing ring and critical sharp specially polished lens. Openings F:7.7, F:11, F:16, F:22, to adjust to different light conditions. Picture taking and viewing lenses both F:7.7 achromat. Focusing range 5 feet to infinity. Takes twelve 2¼ x 2¼" pictures on No. 120 film. Either black and white or color

3091C1667
3091CK1500—6 or more ..... **Retail $25.00**

3092C334—Carrying Case for above camera ..... **Retail $5.00**

(E)

(F) SPARTUS 35MM FLASH CAMERA—Synchronized for flash. Has a built-in filter. The ideal 35mm camera that takes pictures indoors, outdoors, night or day. Comes equipped with F:7.7, F:11, F:16 openings. Use daylight loading 35mm cartridges with 18, 20 or 36 exposures. Full color or black and white pictures can be taken. Automatic exposure counter and patented automatic clutch film release. Also has built-in tripod socket, and optical eye level view finder. Modern design case in black with mottled front and back.

3087C967
3087CK867—12 or more ..... **Retail $14.95**

3088C267—Carrying Case for above camera ..... **Retail $4.00**

(F)

AURORA MOVIE SCREENS

Deluxe Models—Furnished in quality made case. Brilliant glass beaded screen. Durably constructed square tubed tripods. Square sized screen converts to an oblong shape. Designed to give years of service

36202B1297—
Size 30"x40" ..... **Retail $19.95**

36203B1497—
Size 40"x40" ..... **Retail $21.95**

36200B1723—
Size 37"x50" ..... **Retail $26.50**

36201B1853—
Size 50"x50" ..... **Retail $28.50**

Ask for Deal SMA.. the Oak

Squeeze-Me TOY SAMPLER ASSORTMENT

a complete line of famous rubber character toys at LOW UNIT COST

CONTENTS

12 No. SM - 39c retail
4 No. SM-6 - 59c retail
4 No. SM-10 - 59c retail
2 No. SM-11 - 59c retail
2 No. SM-13 - 59c retail
2 No. SM-7 - 98c retail
2 No. SM-12 - $1 retail

TOTAL RETAIL $15.72

completely packaged in this 4 lb. CARTON

Get acquainted with these fast selling Squeeze-Me Toys by ordering deal SMA TODAY!

OAK HYTEX TOY BALLOONS

The OAK RUBBER Co

222 Sycamore Ravenna, Ohio

SMA

ORDER EARLY
SEE YOUR JOBBER
NOW!

REMCO, Inc.
NEWARK 1, N. J.

THANKS . . . for the warm, enthusiastic reception you gave . . .

DOLLS OF DESTINY®

Queen Elizabeth I . . . one of the twelve spectacular

Each doll carries its own story book with full-color cover written by a well-known children's author and historian. A wonderful fun-way to teach history to children. Educators everywhere have endorsed them.

"DOLLS OF DESTINY"® by **MARCIE** . . . *now available for you!*

The sensation of the New York Toy Fair . . . We predicted a great new seller . . . You proved us right. They are truly "Out of This World."

If you have *not* ordered these outstanding new DOLLS OF DESTINY write us *now*.

To retail at not less than $7.95

QUEEN ISABELLA	MARY TODD LINCOLN	MARTHA WASHINGTON	EMPRESS MARIE ANTOINETTE
EMPRESS EUGENIE	QUEEN ELIZABETH I	MOLLY PITCHER	PRISCILLA ALDEN
QUEEN VICTORIA	EMPRESS JOSEPHINE	ELIZABETH WOODVILLE GREY	BETSY ROSS

A & H DOLL MFG. CORP. 43-12 50th St., Woodside 77, N. Y.

Home of the Marcie Dolls

Mr. Buyer

says, "Here's good clean lines at a good price that affords us a good mark-up!"

LOWEST PRICED TRAINER BIKES

12", 14", 15", 20"

featuring

- All with Ball-Bearing tangent spoked wheels.
- All with custom stabilizers at record-breaking COMPETITIVE PRICES!

In CHICAGO
SEE
W & A. Krenzien
209 S. State Street

•

In LOS ANGELES
SEE
Jack Pearlstein
1206 S. Maple Ave.

Jane and Bobby User

shout "They're lots o' fun and easy Riding!"

SEE 'EM ALL AT OUR SHOWROOM

for BICYCLES it's **Stelber** CYCLE CORP.
200 FIFTH AVENUE, NEW YORK 10, N. Y.

Six Steven year 'round Sellers

No. 25
KALEIDOSCOPE

Colorful Kaleidoscope. Beautifully lithographed in 2 colors. 7½" long. *Suggested retail price 29¢*

No. 58
KALEIDOSCOPE

Revolving action; turning head. Handsomely lithographed in multi-colors. 9" long. *Suggested retail price 59¢*

No. 39
PIXIE BUILD A TOY

Attractive package. Lowest priced wooden construction set on the market. This Kit No. 0 contains 56 pieces. *Suggested retail price 39¢*

Every month this year, as in every month of every year . . . everywhere throughout the country . . . wherever toys are sold . . . Steven's 6 attractively priced, attractively packaged toys *SELL FAST.*

No. 59
PIXIE BUILD A TOY

This "Kit No. 1" contains 85 pieces. More action and non-action toys can be built with [illegible] anywhere near the 59¢ suggested price.

No. 98
PIXIE BUILD A TOY

This "No. 2 Kit" has 137 pieces. Practically unlimited variety of action and non-action toys. Attractive package in full color. *Suggested retail price 98¢*

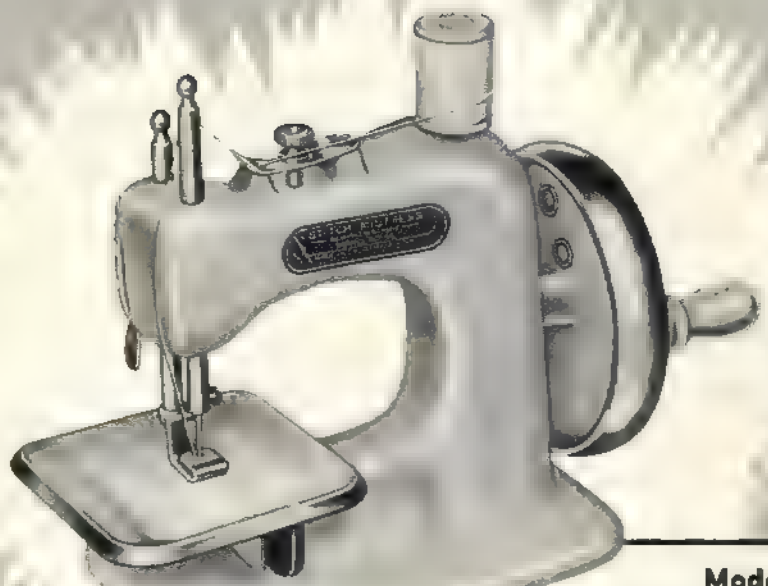
No. 36
PIXIE PIC-UP STIXS

Beautiful package in rich colors. Eye-catching, super-smooth "Stixs" in brilliant hues. *Suggested retail price 25¢*

STEVEN MANUFACTURING COMPANY
5170 EASTON AVENUE • ST. LOUIS 13, MO.

Representatives
BERNARD FUNK • Room 322, 200 Fifth Ave., NEW YORK
LEE SHERMAN • 122 E. 7th St., LOS ANGELES, CALIF.
MAX FROLIC • 19 Melinda, TORONTO, ONTARIO

STILL THE GREATEST SELLING TOYS FOR GIRLS ages 5 to 12



Model No. 49

Stitch Mistress

TOY SEWING MACHINE

This is America's finest toy sewing machine. Perfect miniature model of latest machine for "Grownups." The aluminum body encloses all the gear mechanism. Hammerlaid finish. Bright nickel trim, non-marring base and metal clamp for holding machine on table top.

Individually packed, 12 to a carton. Weight 25 lbs. to carton.

F.O.B. Chicago Factory.

Model No. NP1

Model No. NP1

GATEWAY *"Junior"* TOY SEWING MACHINE

Here is the country's biggest selling machine. Featured in country's leading magazines. Teaches important rudiments of sewing. Made of all metal, finished in shining nickel and non-chip enamel. Self-feed with adjustment for changing size of stitch. A precision machine that will work effectively for years.

Packed individually in attractive display boxes. 12 to a shipment. Weight 24 lbs. to doz.

F.O.B. Chicago Factory.

AMERICAN MADE — AMERICAN GUARANTEED

C. L. BRADFORD and ASSOCIATES

1486 Merchandise Mart — Chicago 54, Illinois

SEW UP YOUR SALES!!

with

SEW-O-MATIC SEWING MACHINES

in

Attractively Packaged

Three-Color Folding Box

ON DISPLAY DURING TOY FAIR

AT

HOTEL McALPIN ROOM 412 March 9th to 18th, inclusive	1107 BROADWAY ROOM 405 Permanent Showroom

WE WILL ALSO FEATURE MANY OTHER FAST SELLING TOYS AND NOVELTIES

JUMP ROPES

- METAL COWBOY and INDIAN SETS
- METAL FIGURE SETS
- MECHANICAL TOYS
- PAINT SETS
- DOLLS
- XMAS TREE ORNAMENTS
- MUSICAL INSTRUMENTS

F. J. STRAUSS CO., INC. 1107 BROADWAY, NEW YORK 10, N. Y.

SALES OFFICES

WEST COAST PHIL EISNER & ASSO., Bendix Bldg., Room 518, 1260 S. Maple Ave., Los Angeles, California

MOUNTAIN STATES: THE MOUNTAIN STATES SALES CO., 623 Mining Exchange Bldg., Denver, Colorado—157 Motor Avenue, Salt Lake City, Utah—15 E. Jackson, Phoenix, Arizona

CANADA: F. J. STRAUSS CO., Dutton Corp., Ltd., 7 Wilby Crescent, Toronto 15, Canada

the most COMPLETE line of

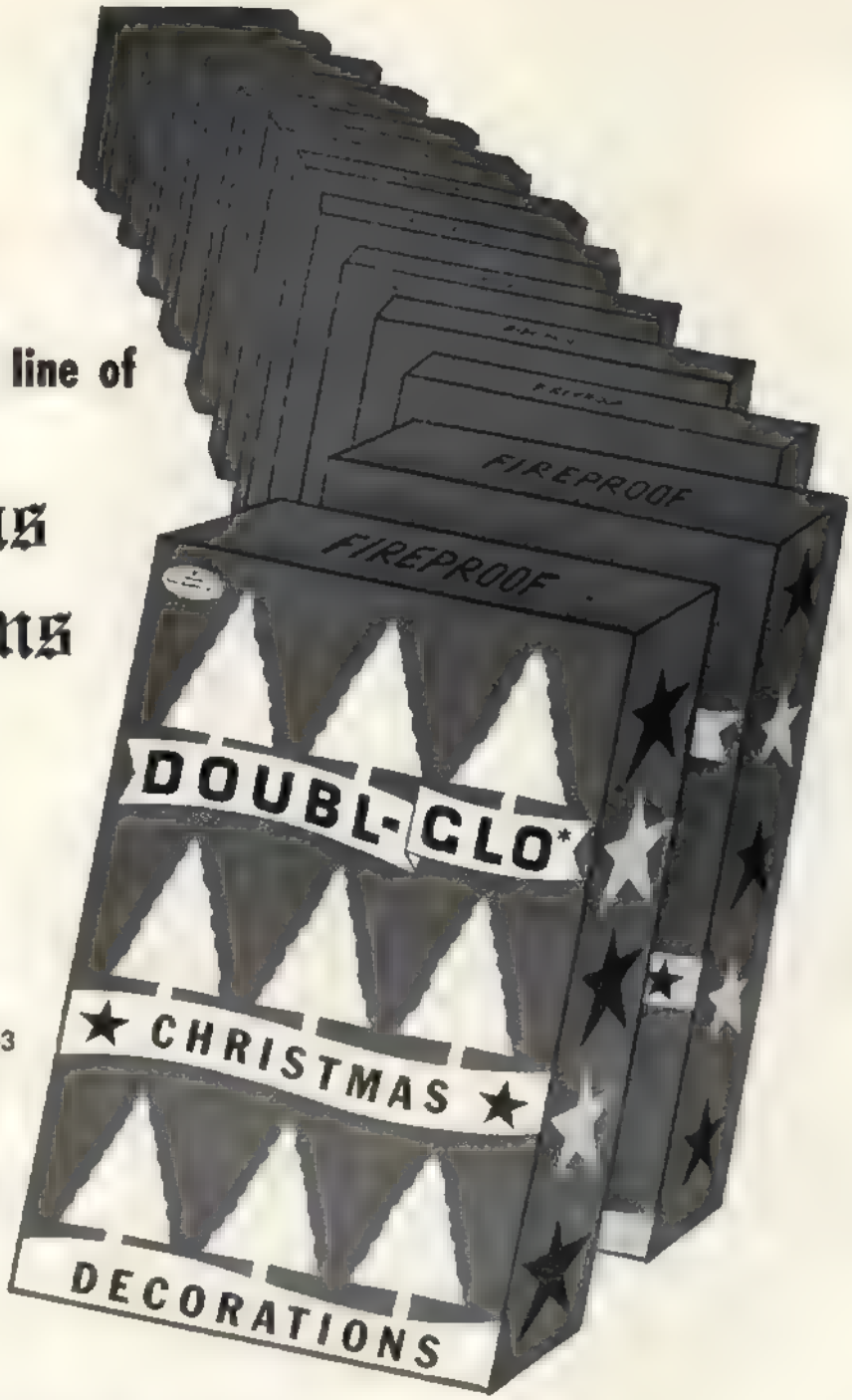
fireproof

Christmas Decorations

for 1953

Guaranteed by Good Housekeeping

SEE US AT THE SHOW
Hotel New Yorker
Rooms 601, 602, 652, 653
200 Fifth Avenue
Room 851



DOUBL-GLO*

TRADE MARK REG.

PAPER NOVELTY MANUFACTURING CO., 505 CARROLL STREET, BROOKLYN, 15, N. Y.

Paper Novelty Manufacturing Co., Ltd., 90 Ontario St., Toronto 2, Ontario, Canada

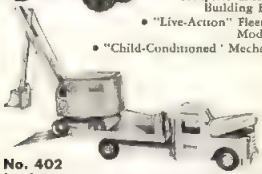
Permanent Showroom: Room 851, 200 Fifth Ave., New York, N. Y.

STRUCTO

WRITE FOR CATALOG

No. 340
STRUCTO END-LOADER

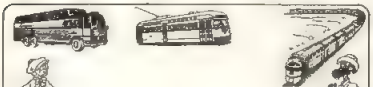
- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys



No. 402
MACHINERY TRUCK AND STEAM SHOVEL

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

STRUCTO MFG. CO., FREEPORT, ILL.



TOYS THAT PRINT

Favorites among the items in the Superior line are the picture printing sets of comic characters, circus acts and animals and transportation vehicles.

For the older children—the Cub, Star and Ace Printing Presses are popular and profitable items for year 'round sales.

Write for catalog and prices.

SUPERIOR MARKING EQUIPMENT COMPANY

DISPLAY ROOM — 200 FIFTH AVE., NEW YORK 10
FACTORY — 1800 LARCHMONT AVE., CHICAGO 13

4 Brand New Oak

NURSERY-ANIMAL Squeeze-Me TOYS

Retail
49c
ea.

CAT

ELEPHANT

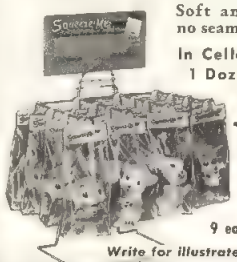
LAMB

BEAR

Quality Features

Whistle softly when squeezed. All rubber—even the whistle which won't come out easily, rust or bend when stepped upon. Colors are actually part of the toy—will not wash off. No rubber odor or taste. Soft and smooth—no seams.

In Cellophane Bags
1 Doz. Assorted to Carton SM 14



Also
RACK MERCHANDISER
Deal K
Contains 3 doz.—
9 each of above toys.

Write for illustrated Catalog Sheet

The OAK RUBBER Co., Ravenna, Ohio

Don't miss the big

STRUCTO

PARADE OF TOYS

see them at the

TOY FAIR

24 "Live-Action" Toys

the largest line STRUCTO has ever presented

- **13 Sensational New Numbers**
  - 6 scale-model road building toys
  - 3 great new trailer trucks
  - 4 new low-end numbers
- **4 Popular Wind-Up Toys**
  - with STRUCTO'S "Fluid Action" motor
- **7 All-Steel Pull Toys**
  - profit-proved in thousands of stores

America's Finest "Quality-Price" Line... they're "Child-Conditioned"

Permanent New York Office • Room 538, 200 Fifth Ave. Bldg.
Toy Fair Display • Rooms 525 and 526, Hotel New Yorker

STRUCTO MFG. CO. • Main Office and Factory • Freeport, Ill.

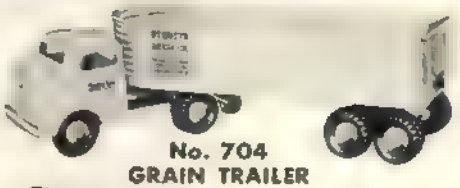
ROBERTS

The complete TOY LAWN MOWER line

Roberts Manufacturing Co.

Murray Gilbert, Representative • Room 521
200 FIFTH AVENUE • NEW YORK 10, N. Y.

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS



No. 704
GRAIN TRAILER

STRUCTO

No. 708
CATTLE TRAILER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

WRITE FOR CATALOG

STRUCTO MFG. CO., FREEPORT, ILL.

WOLVERINE Toys for SPRING

Order Early—to Be Sure your Order Can Be Filled . . .

- Embossed Metal Pails (with shovel)
- Embossed Metal Sprinklers

- 1-Piece Sand Sieves with Molds
- Action Sand Toys
- Luxury Liner
- Submarine
- Racing Sulky
- Town & Country Car
- Sand Derrick

And other Quality Items for Spring and Summer

Write for Catalog

WOLVERINE SUPPLY & MFG. CO.

Factory — Pittsburgh, Pa., New York Office 200 5th Avenue

Outdoors or In--

WONDERS NEVER CEASE

The Very Thing for SPRING

Wonder Horse

Wonder Horse Deluxe

In the Spring youngsters like to take the Wonder Horse out in the yard and gallop for hours. It's good for them and the way it sells in any season is good for you. Beautiful new De Luxe model of injection-molded, long-life plastic in natural Palomino color. Wood models at lower prices.

WONDER Products Co., Collierville, Tenn.

NATIONAL REPRESENTATIVES

FOR

WANNATOY
★
PLASTOMATIC
★
SHERIFF HOLSTERS
★
SKILL-ROLL

Jobbers—Chains—INQUIRIES INVITED

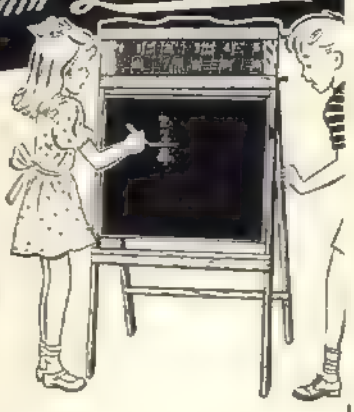
SMITH-BENNY SALES CO.

• *Sales Representatives* •

11 West 42nd St. New York 36

27 SALES OFFICES

They learn-while they play with **Litho Plate**



On Permanent Display

200 Fifth Ave.
Room 408
New York City

Extensive refinements have been made in the Litho Plate line of educational blackboards. There is a model for every child regardless of size and age. Parents like the built-in quality and children like the many ways it can be used in play. Dealers like the sales appeal that means faster turnover and bigger profits. Catalog mailed upon request.

RICHMOND SCHOOL FURNITURE
MUNCIE, INDIANA

HAPPY-HUBBY

Hap-ee Hub-ee

Steel Doll Furniture

Modern Design!...Strong!...Giant-Size!

No. U-300
UTILITY CABINET

Size
25" high, 18" wide, 10" deep
Individually Packed
Weight 180 lbs. per dozen

Retails at $8.95

Manufactured by **HARRIS-HUB** *Bed and Spring Co.*

Exclusive Distributors C. HARRIS PRODUCTS CO. Inc.

STRUCTO

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

WRITE FOR CATALOG

No. 603
PACKAGE DELIVERY TRUCK

No. 605
SHOVEL DUMP TRUCK

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

STRUCTO MFG. CO., FREEPORT, ILL.

PULP EASTER RABBITS

More Colorful Than Ever

The Leading Line of Its Kind Made in America

JUMP ROPE

with or without JINGLE BELLS 10-15-19-25 and 50-cent numbers for SPRING
Also a Line of Easter Grass

•

Write for Illustrated Circulars and Prices

GEO. BORGFELDT CORPORATION
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street, Los Angeles, Calif.

FLYING SAUCERS

EXCITING ACTION TOY!

NEW!

The Flying Saucer soars high and far, and so will your sales if you include it in your line. No strings to wind and the vinylite saucer is completely harmless. Beautifully boxed and popularly priced. Write for details.

Exclusive Distributor

GEO. BORGFELDT CORPORATION
44-60 EAST 23rd St., GR. 7-0400, NEW YORK 10, N. Y.
44 York St., Toronto, Ontario, Canada
LOS ANGELES MERCHANDISE MART
712 South Olive Street, Los Angeles, Calif.

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

STRUCTO

WRITE FOR CATALOG

No. 700 TRANSPORT TRAILER

No. 702 STEEL CARGO TRAILER

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys

STRUCTO MFG. CO., FREEPORT, ILL.

..LIONEL

World's Largest Maker of Model Trains!

•

Real Smoke—Two-Tone Whistle

•

R. R. Remote Control Knuckle Couplers

•

"Trainmaster" Transformers

•

Exclusive Lionel MAGNE-TRACTION

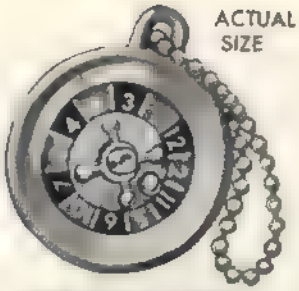
TRAINS...

The Lionel Corporation 15 E. 26th St., New York 10, N. Y.

IT'S NEW!

IT'S DIFFERENT!

IT'S NOVEL!



ACTUAL SIZE

WHEEL OF FORTUNE

pocket roulette key chain charm

PRICED LOW FOR VOLUME SALES

CARDED ON COLORFUL TAB-UP DISPLAY.

24 UNITS AS ASSORTED RED AND BLACK

HAS UTILITY AS WELL AS NOVELTY APPEAL

Crisloid's Wheel of Fortune is ready for immediate shipment; they're beautiful miniature reproductions of professional roulette wheels and perform similarly. The spinning wheel consists of a plastic base aluminum disc and shiny brass cross bar. It has golden-like numerals ranging from 1 to 12 on an alternate red and black background. Crisloid's top jobbers have market tested this item and in every case it has been a record sales breaker. Be the first in your area to cash in on this big profit maker.

ORDER IMMEDIATELY. WRITE NOW FOR COMPLETE INFORMATION

Crisloid plastics inc

71 REYNOLDS AVE., PROVIDENCE, R. I.

"SEE 'EM POP"

ELECTRIC CORN POPPER and VENDOR

. . . A Sensational Year 'Round Seller— For Boys And Girls!

Complete with 4 Colored Plastic Bowls and Supply of Popcorn

Youngsters get a great "bang" out of this EMPIRE Electric "See-'Em Pop" Toy Vendor that pops real corn and serves it piping hot—ready to eat. Just the thing for refreshments on television evenings! There's *no limit* to your live prospects for this really clever electric Popper and Vendor. Most sensational action toy of the hour!

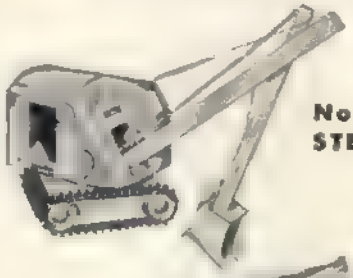
Write for Complete Catalog

THE METAL WARE CORPORATION

NEW YORK — Two Rivers, Wisconsin — CHICAGO

STRUCTO

- Complete Line of Road-Building Equipment
- "Live-Action" Fleet of Scale-Model Trucks
- "Child-Conditioned" Mechanical and Pull Toys



WRITE FOR CATALOG

No. 105 STEAM SHOVEL

No. 200 DUMP TRUCK

AMERICA'S FINEST "QUALITY-PRICE" LINE OF TOYS FOR AMERICAN BOYS

STRUCTO MFG. CO., FREEPORT, ILL.

Suzy Stroller

16 and 19 INCH WALKING DOLLS

Introducing our new and exciting 16" and 19" walking doll line.

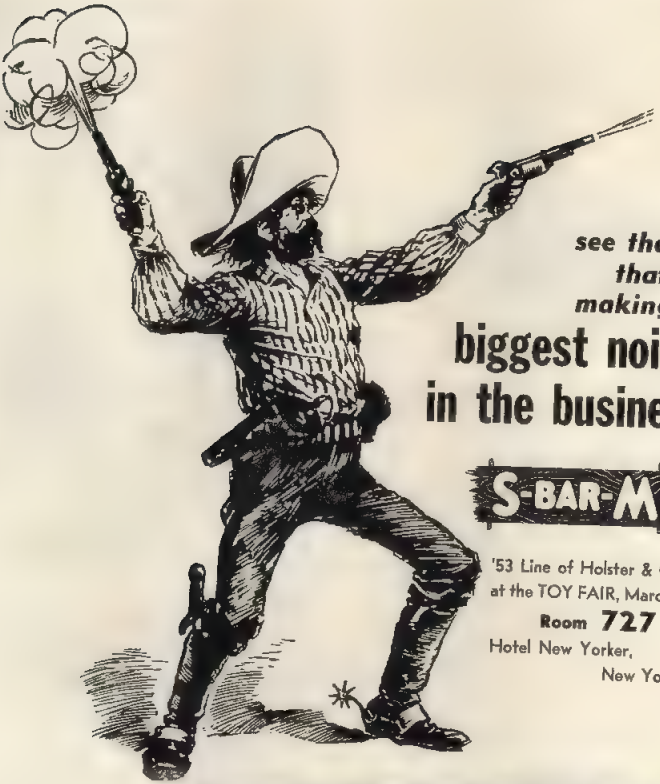
Displayed at the
HOTEL McALPIN
ROOM 1173
and our permanent
SHOWROOM No. 1063
200 FIFTH AVE. BUILDING

Also on display
AMERICA'S FAMOUS
CHARACTER DOLLS
6½", 7½" and 11" dolls.

Newly designed for '53.

ST. LOUIS, MO.

MIDWESTERN MFG. CO.



see the line that's making the

biggest noise in the business!

S-BAR-M

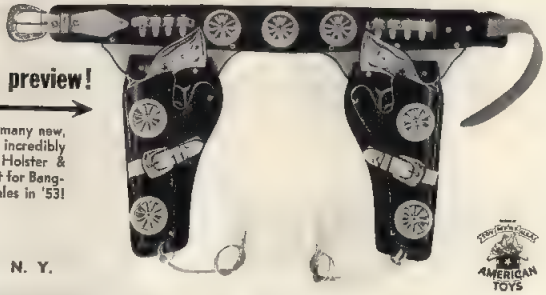
'53 Line of Holster & Gun Sets at the TOY FAIR, March 9 to 18

Room 727

Hotel New Yorker,
New York, N. Y.

your sneak preview!

Just one of the many new, original and incredibly low-priced S-BAR-M Holster & Gun Sets. Get set for Bang-Up Sales in '53!



PERMANENT SHOWROOM:
ROOM 1263
200 FIFTH AVE., NEW YORK, N. Y.

SERVICE MANUFACTURING CO., INC., 120 East 16th St., New York 3, N. Y.

AMERICAN TOYS

Howdy Doody says-

SEE TEE-VEE IN '53!

COME SEE US
AT THE TOY SHOW
ROOM 704
HOTEL McALPIN

..it's HOWDY-DOODY TIME!

HOWDY and all his T-V gang in gay plastic!

A world of fun for the kids with America's favorite T-V family — coast to coast!

A world of profit for dealers with these wildfire sellers . . . many attractive packages and individual novelty items!

Kagran Corp. ©

Associated with
BRADFORD NOVELTY CO., INC.

Tee = Vee
REG. U.S. PAT. OFF.

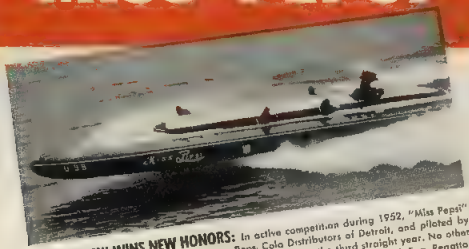
TOYS, Incorporated
15 EAST 26 ST., NEW YORK 10, N. Y.

EXHIBITING AT HOTEL NEW YORKER, Room 553

TERRI LEE, INC.

APPLE VALLEY, CALIFORNIA

USE THE OIL "MISS PEPSI" USES



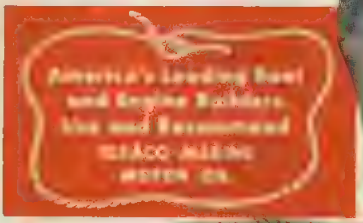
"MISS PEPSI" WINS NEW HONORS: In active competition during 1952, "Miss Pepsi" - owned by Walter J. and Roy L. Dossin, Pepsi-Cola Distributors of Detroit, and piloted by Charles F. (Chuck) Thompson — won the President's Cup for the third straight year. No other boat has ever equalled this record. Also in active competition at the Gold Cup Regatta, "Miss Pepsi" won the Aaron DeRoy Trophy for the fastest heat (103.927 m.p.h. for 30 miles). In the record), and the Count Ross Trophy for the fastest lap (103.927 m.p.h. for 30 miles). In the unlimited class at Canada's Maple Leaf International Regatta, "Miss Pepsi" romped home with the Maple Leaf Trophy. In all events, "Miss Pepsi" was lubricated and fueled exclusively with Texaco.

THERE'S no tougher test for an oil than its use in a racing boat. So it means a lot that every trophy "Miss Pepsi" has won — and the list is impressive — has been won with the help of *Texaco Marine Motor Oil*.

Use the same great oil in *your* engine. Just come alongside a Texaco Waterfront Dealer's dock anywhere and tell the man you want *Texaco Marine Motor Oil*. You'll be glad you did.

Texaco Waterfront Dealers are always glad to help you have more fun afloat. Rely on their nautical know-how . . . their famous Texaco Marine Lubricants and Fuels . . . and the helpful Texaco Cruising Aids they can furnish.

The Texas Company, *Marine Sales Division*, 135 East 42nd St., New York 17, N. Y.



COME ALONGSIDE!
Make the Texaco Booth your headquarters at the Motor Boat Show

TUNE IN . . . TEXACO STAR THEATER starring MILTON BERLE, on television Tuesday nights. METROPOLITAN OPERA radio broadcasts Saturday afternoons.

ATTRACTIVE • TRUE-TO-LIFE • EASY TO SELL

dollie dainties

Fashions for DOLLS

TO FIT ALL SIZE DOLLS, FROM 8" TO 23"

Here's why "dolly dainties" mean more profits for you:

- High mark-ups.
- Excellent "impulse" sellers.
- Handsomely presented on hangers and in cellophane bags.
- Designed from quality fabrics in true-to-life *children's styles.*
- Easy to sell to mothers. Educational and practical; keep children happily busy.

A complete line to retail from 59¢ to $1.29

DRESSES
BRIDAL SETS
LAYETTES
RAINCOATS
BED TIME SETS
UNDERWEAR
KNITTED NOVELTIES
ACCESSORIES
PACKAGED WARDROBES

Write for
CATALOG
just off the press

THE ARDEE COMPANY
386 Wythe Avenue, Brooklyn 11, New York

THE BANSHEE SCOOTER

Now, one just like the Big Boys Have!

The Banshee Scooter is the outdoor toy that fills a long felt need for a safe toy vehicle between the tricycle and bicycle. A scaled model of the popular motor scooter. Big eye-catching scooter features:

- Upholstered Seat
- Handle-Bar Grips
- Motor Bike Fork
- Foot Brake
- Kick Stand
- Scooter Rubber Tires
- Ball-Bearing Wheels
- Two-Tone Paint Job

A Sensational New Sidewalk Toy for children from 4-10 years old.

SPECIFICATIONS

Weight 27 lbs. Length 42". Seat height 15" from ground. Handle-Bar height 30". Foot rest 4" from ground gives a low center of gravity. Teaches child sense of balance early. Sturdily built. Will carry 200-lb. load. Smooth rolled edges protect the child.

Manufactured by

ST. LOUIS PRODUCTS CO.
Box 24, Normandy 21, Mo.

AVAILABLE

An outstanding, hard hitting sales organization, has opening for a volume producing manufacturer, who is interested in consistent coverage of the Eastern Territory.

With 3 salesmen, calling on Jobbers, Chains, Department Stores and other toy outlets, we blanket the East from Maine to Washington, including Pennsylvania.

With an attractive showroom in the 200 Fifth Avenue Building, if we can help you with our 40 years of experience, please write.

Box 1000
Toys and Novelties
200 Fifth Avenue
New York 10, N. Y.

THE BANSHEE SCOOTER

Now, one just like the Big Boys Have!

The Banshee Scooter is the outdoor toy that fills a long felt need for a safe toy vehicle between the tricycle and bicycle. A scaled model of the popular motor scooter. Big eye-catching scooter features:

- Upholstered Seat
- Handle-Bar Grips
- Motor Bike Fork
- Foot Brake
- Kick Stand
- Scooter Rubber Tires
- Ball-Bearing Wheels
- Two-Tone Paint Job

A Sensational New Sidewalk Toy for children from 4-10 years old.

SPECIFICATIONS

Weight 27 lbs. Length 42". Seat height 15" from ground. Handle-Bar height 30". Foot rest 4" from ground gives a low center of gravity. Teaches child sense of balance early. Sturdily built. Will carry 200-lb. load. Smooth rolled edges protect the child.

Manufactured by

ST. LOUIS PRODUCTS CO.
Box 24, Normandy 21, Mo.

AVAILABLE

An outstanding, hard hitting sales organization, has opening for a volume producing manufacturer, who is interested in consistent coverage of the Eastern Territory.

With 3 salesmen, calling on Jobbers, Chains, Department Stores and other toy outlets, we blanket the East from Maine to Washington, including Pennsylvania.

With an attractive showroom in the 200 Fifth Avenue Building, if we can help you with our 40 years of experience, please write.

Box 1000
Toys and Novelties
200 Fifth Avenue
New York 10, N. Y.

Hi-Yo Silver!

The LONE RANGER

in his 21st year of Top Popularity

RADIO—Highest multi-weekly evening rating in its field. Heard 3 times weekly on 249 ABC stations by 12,000,000 Lone Ranger followers.

TV—Highest weekly rating for Westerns. Now viewed on 50 television stations by a nationwide audience in excess of 5,000,000.

NEWSPAPERS—Comic strip appears in over 300 daily and Sunday newspapers.

COMIC BOOKS—Lone Ranger, Tonto and Hi-Yo Silver titles sell upwards of 2,000,000 monthly.

BOOKS—18 Lone Ranger Books published and sold to your market.

RECORDS—Series of 6 Lone Ranger Story Records by Decca. Constantly among the top 15 Best Selling Children's Records.

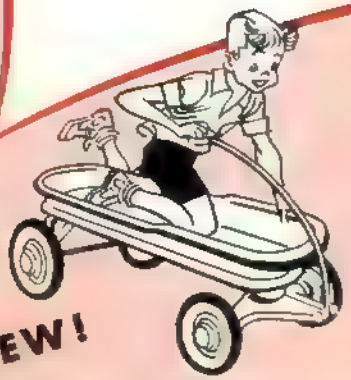
The most sustained success in the Western field—The Lone Ranger—with his faithful companion Tonto, and his great horse Silver, have even greater plans for '53! For full details of this tremendous new promotion write:

TRENDLE · CAMPBELL · MEURER, INC.
28 WEST ADAMS AVENUE
DETROIT 26, MICH.

Also producers of: SERGEANT PRESTON OF THE YUKON • THE GREEN HORNET • THE AMERICAN AGENT

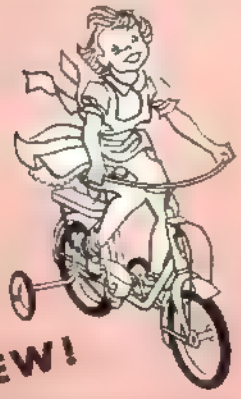
COMING YOUR WAY..

The great NEW MURRAY LINE for '53



NEW!

This deluxe ball-bearing coaster wagon is back in the Murray line.



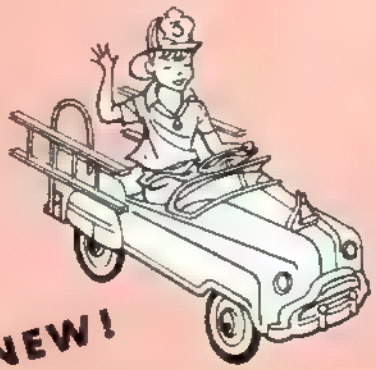
NEW!

Now there are *seven* Murray Park Cycles—10", 12", 14", 16" sizes; deluxe and standard models.

NEW!

Two lines of velocipedes have been added, making a total of eight lines. All extensively re-styled.

Murray Wheel Goods—for years America's No. 1 line—offer even greater sales opportunities this year. Many new models have been added plus extensive improvements in design and construction . . . Be sure to see these finer wheel goods at the Toy Fair. You will agree that you can really cash in on the Murray line. Plan to make '53 a bigger year . . . Sell More—Sell MURRAY!



NEW!

Murray's auto line now has *seven* models due to addition of a smaller Fire Truck, smaller Fire Chief and a deluxe auto . . . The popular Murray tractors, introduced last year, will be continued.

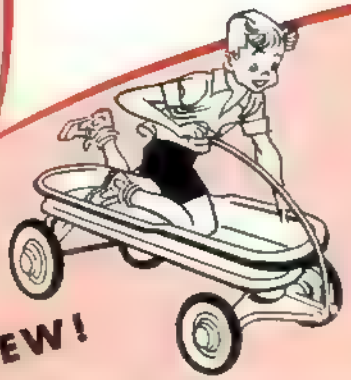
SYMBOL OF QUALITY

COMMENDED BY PARENTS

THE MURRAY OHIO MANUFACTURING CO. • CLEVELAND 10, OHIO

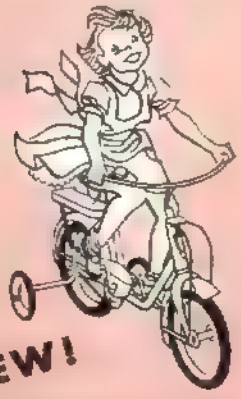
COMING YOUR WAY..

The great NEW MURRAY LINE for '53



NEW!

This deluxe ball-bearing coaster wagon is back in the Murray line.



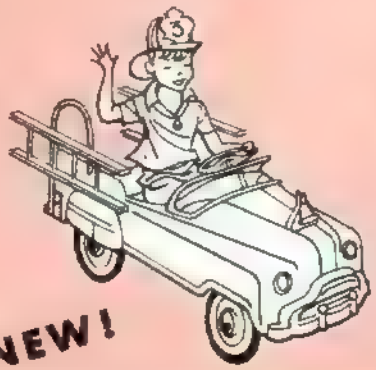
NEW!

Now there are *seven* Murray Park Cycles—10", 12", 14", 16" sizes; deluxe and standard models.

NEW!

Two lines of velocipedes have been added, making a total of eight lines. All extensively re-styled.

Murray Wheel Goods—for years America's No. 1 line—offer even greater sales opportunities this year. Many new models have been added plus extensive improvements in design and construction . . . Be sure to see these finer wheel goods at the Toy Fair. You will agree that you can really cash in on the Murray line. Plan to make '53 a bigger year . . . Sell More—Sell MURRAY!



NEW!

Murray's auto line now has *seven* models due to addition of a smaller Fire Truck, smaller Fire Chief and a deluxe auto . . . The popular Murray tractors, introduced last year, will be continued.

SYMBOL OF QUALITY

COMMENDED BY PARENTS

THE MURRAY OHIO MANUFACTURING CO. • CLEVELAND 10, OHIO

A NEW OAK **Squeeze-Me** TOY anxious to eat birdies and BOOST SALES!

Sylvester comes to your counter with a pre-sold market built by famous Warner Bros. movie cartoons and comics. An exclusive soft rubber toy with a safe whistle.

Kids love this sly fellow. Parents will buy him. STOCK UP NOW.

The OAK RUBBER CO.
222 SYCAMORE
RAVENNA, OHIO.

From The Midwest's Largest Manufacturer

READY TO FLY!

Balsa Wood Gliders & Windups

B-480 Packed 48 to Display Box

QUICK PROFITS with these beautiful FLYERS

All Other Models Individually Carded

300-C, 19¢ Retail

B480, 10¢ Retail

T-100, 39¢ Retail

FOR INFORMATION CALL, WRITE OR WIRE

Superior Products INCORPORATED

2013 SO. OLIVER ST.
WICHITA, KANSAS

- Superior Planes feature SHAPED BODIES, FULLY FORMED WINGS and are Brilliantly colored in Red, White and Blue.

UNLIMITED PRODUCTION!
IMMEDIATE DELIVERY!

Illustrated slightly smaller than ACTUAL SIZE

A New Winner!

Lowe

WHEEL OF FORTUNE

Pari-Mutuel

HORSE RACE

No. 45—Replica of famous WHEEL OF FORTUNE in miniature size. Wheel is in brilliant gold-plated plastic. Has automatic indicator arrows. Different and more fascinating than any other horse race game. Wheel spins with breath-taking suspense . . . the high spot of any party or home gathering! Inch, two-tone comb not on of black and gold plated plastic. Track of five colors. Stands 7 inches high. Complete with layout and instructions. **$1.49** Retail

This is the latest addition to our fast-selling, Casino Games, which include Real **ROULETTE**, Lowe's **CHUCK-A-LUCK, LITTLE BANDIT SLOT MACHINE**—all slot machine sellers.

No. 46—WHEEL OF FORTUNE SET with 100 chips, gift boxed **$2.49** Retail

IT'S NEW!
The finest All-Plastic TRAVEL CHESS SET

No. 840 – Prize Winning Design Tops in Value! Finely detailed Plastic Chess pieces, plastic playing board – an exquisitely embossed plastic case with side compartments. Playing board is removable. Size of case 6⅝" x4½" x1" **$1.00** Retail

CHECKER SET No. 841—As above but with Checkers instead of Chessmen! **Retails—$1.00**

CHESS & CHECKER SET No. 842—Contains both Chess and Checkers. **Retails—$1.50**

Instruction Booklet with each set.

Send for our COMPLETE CATALOG

E. S. LOWE COMPANY, INC. 200 FIFTH AVENUE, NEW YORK 10, N. Y. ORegon 5-1630

the
Perfect Mate
for any outboard motor is a
Thompson BOAT
THE GREATEST NAME IN OUTBOARD BOATS
FREE CATALOG—Send for copy
Two big Factories—write to either
THOMPSON BROS. BOAT MFG. CO.
663 Ann St., PEWAUKEE, WIS. • 563 Elm St., CORTLAND, N. Y.

1953 OUTBOARD ENGINES

CHAMPION MOTORS COMPANY,
Minneapolis, Minn.
— CHAMPION —
OUTBOARD MOTORS .. ..3½ to 15 H.P.

CHRIS-CRAFT OUTBOARD MOTORS
Grand Rapids, Mich.
— CHRIS-CRAFT —
OUTBOARD MOTORS .....5½ to10 H.P.

EVINRUDE MOTORS, Milwaukee 16, Wis.
— EVINRUDE —
OUTBOARD MOTORS ..... .3 to 25 H.P.

JOHNSON MOTORS, Waukegan, Ill.
— SEA HORSE —
OUTBOARD MOTORS . 3 to 25 H.P.

FIRESTONE TIRE & RUBBER CO.,
Akron, Oh'o
— FIRESTONE —
OUTBOARD MOTORS 3½ to 10 H.P.

KIEKHAEFER CORP., Fond du Lac, Wis.
— MERCURY —
OUTBOARD MOTORS . 5 to 25 H.P.

THE LAUSON CO., New Holstein, Wis.
— LAUSON —
OUTBOARD MOTORS ... .3 to 6 H.P.

MARTIN MOTORS, Eau Claire, Wis.
— MARTIN —
OUTBOARD MOTORS 2 1/3 to 20 H.P.

METAL PRODUCTS CORP., Milwaukee Wis.
— FLAMBEAU —
OUTBOARD MOTORS .. ..2½ to 5 H.P.

SCOTT-ATWATER MFG. CO., INC.
Minneapolis, Minn.
— SCOTT ATWATER —
OUTBOARD MOTORS .....3½ to 16 H.P.

WESTERN AUTO SUPPLY CO.,
Kansas City, Mo.
— WIZARD —
OUTBOARD MOTORS .....6 to 10 H.P.

☆ ☆ ☆

TEXACO CRUISING CHARTS

Texaco Waterways Service offers the yachtsman up-to-date information with the new edition of Texaco Cruising Charts which has been corrected to December, 1952, from official sources. The list of 1953 Texaco Cruising Charts follows: No. 1, Eastport, Me., to Block Island, R. I., including Harbor Guides of Boston, Mass., Vineyard Sound, The Cape Cod Canal and Narragansett Bay; No. 2, Block Island to Sandy Hook, N. Y., including Long Island Sound, and Harbor Guides of City Island, N. Y., Hempstead Bay and New York Harbor; No. 3, Staten Island, N. Y., to Cape Henlopen, Del., with Delaware River to head of navigation, including Harbor Guides of Shewsbury and Navesink Rivers, New York Harbor, Manasquan Inlet, Barnegat Inlet, Atlantic City and Cape May Harbor; No. 4, Cape May, N. J., to Cape Henry, Va., with Delaware and Chesapeake Bays, including Harbor Guides of Baltimore, Washington, D. C., and Norfolk, Va., and river charts of the Potomac, James and Rappahannock Rivers; No. 5, Cape Henry, Va., to Key West, Fla. (The Intracoastal Waterway and Florida West Coast), including Harbor Guides of Jacksonville, Fla., Palm Beach, Fla., Miami, Fla., and the Lake Okeechobee waterway; No. 6, Gulf Coast-Cedar Keys, Fla., to Brownsville, Texas.

No. 7, Hudson River, New York Harbor to the St. Lawrence River, including Lake Champlain and the New York Canals; No. 8, Great Lakes and adjoining waterways with Harbor Guides of Buffalo, N. Y., St. Clair River, Mich., Straights of Mackinac, Chicago, Ill., and Grand Traverse Bay, Mich.; No. 9, Mississippi River System, including the Mississippi River from Minneapolis, Minn., to the Gulf of Mexico, the Cumberland, Ohio, Missouri, Tennessee and Illinois Rivers.

Tide tables for the entire year 1953 are given on the charts of coastal waters. Radio telephone stations, principal lights and buoys, bridge clearances, fog signals, yacht clubs and much additional valuable information for the cruising yachtsman are shown on the new charts.

The Fourth Edition of Texaco's famous boating book "Cruising With Safety" has been revised and although the revised edition is not available at the Show, requests may be made there and copies will be mailed later in January.

FULL-FLOW OIL FILTER

A new type of full-flow oil filter for marine engines has been announced by Purolator Products, Inc., Rahway, N. J., which is pad mounted to the engine, eliminating hose lines. The Purolator Micronic unit uses a resin-impregnated element capable of removing contaminants down to 1 micron, or 39 millionths of an inch. Thus, complete filtration of lube oil is assured by each single pass through the full-flow element, which has a rated capacity of 2½ gallons per minute.

Exhaustive tests show that full-flow filtration cuts over-all engine wear up to 84 percent over engines without any filter installations. Examination of bearings, cylinders and piston rings after thousands of hours of operation proved wear was reduced to absolute minimum with full-flow filters.

Marine lube oil filtration is particularly important, says Purolator, because of constant high engine loads, high temperatures and heavy condensation. The Micronic element filters out the dangerous impurities from such operating conditions—sludge, varnish, water condensate and acids. But still the Micronic element does not remove additives from heavy-duty and detergent oils, and owing to its construction, cannot channel, unload or collapse.

Purolator fuel and lube oil filters are used on ocean liners, work-boats and pleasure cruisers. Heavy-duty and high-speed engines particularly require filters for satisfactory service and longer life.

at NEW YORKER: 4th Floor, Parlors E & H

the NEW **Zoomerang** for '53

New at 29¢
with Spin Handle

No. 550. Double thrills with NEW spin-picture handles. Finger flick or air blow sends it spinning. Variety of 3 types in every dozen

Counter packs at no additional charge

WILD WEST

FLYING SAUCER

SOLAR AIR SPIN

Outstanding color box with standup display top

97¢

ATOM FLASH **Zoomerang**

No. 350. Exciting new FLASH feature added to your best selling Zoomeray Brilliant metallic fringe on extended Zoomeray "explodes" into whirling action

ACTION DISPLAY
demonstrates all Zoomerang Toys. Lifetime motor Zoomerang Products interchangeable. Write for no-cost arrangement

98¢

No. 200
ZOOMERANG GUN

No. 700
JET ZOOM

Tigrett ENTERPRISES

at 200 FIFTH AVE. BLDG: Room 334

? ? ? ? ? ?

WATCH FOR
OUR
JANUARY AD

? ? ? ? ? ?

NATIONAL LATEX PRODUCTS COMPANY
ASHLAND, OHIO

RICH TOYS

Pen-n-Crib

2 in 1 Car-Crib

Wood Rocking Horses - Molded Plastic Rocking Horses and Spring Bouncing Horses - Bowling Alleys - Combination Games - Shoofys and Gliders - Cradles and Doll Cribs - Pre School Toys - Artist Benches - Peg Tables - Tots Stools and Juvenile Furniture - Doll Houses

RICH Industries, Inc. Manufacturers of RICH TOYS JUVENILE RUBBER TUBE

CLINTON, IOWA

NEW YORK SALESROOM - 452 FIFTH AVENUE BUILDING

THE TOY MARKET

ROOM 1424 MERCHANDISE MART • CHICAGO 54, ILLINOIS

Permanent Display of America's Leading Toy Lines

featuring Nationally Known Lines That Sell

- **Kusan, Inc.** KooZoo Blox, Rattles, Trains etc
- **Dart Board Equipment Co.** Darts & Dart Boards
- **Delphos Seating Co.** Juvenile Furniture, Desks, Horses, etc.
- **Deluxe Woodcraft Co.** Rocking & Swinging Horses
- **Modern Educationals** 3rd Dimensional Plastic Nursery Puzzles
- **Suburban Toy & Mfg. Corp.** Batons—Junior Golf Sets Work Benches

---

Colorful

PETAL CRAFT*

New, fascinating activity Toy

EDUCATIONAL
•
CREATIVE
•
AMUSING
•
Endorsed by leading educators
•

PETAL CRAFT, INC.
BOUND BROOK, NEW JERSEY

*Trademark

Write for descriptive booklet

FOR YEAR-ROUND AND REPEAT SALES

Kay Stanley's **Model-Craft**

MOLDING AND COLORING SETS

Kay Stanley's CAKE MIX SETS

"The Educational Fun Toys"

FACTORY & GENERAL OFFICE
521 W. Monroe St. Chicago 6, Ill.

New York Showroom ROBT. FREEDMAN & SON
Room 203 200 Fifth Ave

Tonka Toys
MOUND METALCRAFT, INC.
Mound, Minnesota

NEW! For "53"

This outstanding scale model of the heavy duty road grader is quality built—The easily accessible steering column turns the front wheel section at the slightest touch—The heavy steel blade is adjustable in any direction—Six heavy treaded rubber tires and lugged wheel plates.
L. 17" — H. 9¾" — 7¼"

NO. 600-3
"TONKA" ROAD GRADER

MOUND METALCRAFT, INC.
MOUND, MINN.

Lido PLASTIC toys

YEAR 'ROUND FAST SELLING AND PROFITABLE

"Howdy Doody" Televiewer Sets, Western Round-up Sets and many other popular priced leaders.

N. Y. OFFICE: 200 5th AVE., ROOM 206

Write for new colorful catalog

Plant: 321 Rider Ave., N. Y. 51 • CYpress 2-4942-3-4

Superior

FOLDING POOL TABLES

During the Chicago January Toy Show, see our 1954 line on display in Room 1623 Republic Bldg., 209 South State Street

Walter & Arthur Kreusien - Manufacturers' Representatives

From the small set to the largest pool tables highest quality at popular prices. Write for catalog

SUPERIOR BOWLING & BILLIARD SUPPLY CORP.
1750 WEBSTER AVENUE BRONX 57, N. Y.

? ? ? ? ? ?

WATCH FOR
OUR
JANUARY AD

? ? ? ? ? ?

NATIONAL LATEX PRODUCTS COMPANY
ASHLAND, OHIO

RICH TOYS

Pen-n-Crib

2in1 Car-Crib

Wood Rocking Horses - Moulded Plastic Rocking Horses and Spring Bouncing Horses - Bowling Alleys - Combination Games - Shoofly and Gliders - Cradles and Doll Cribs - Pre School Toys - Artist Benches - Peg Tables - Tots Stools and Juvenile Furniture - Doll Houses

RICH Industries, Inc. Manufacturers of RICH TOYS JUVENILE FURNITURE
CLINTON, IOWA
NEW YORK SALESROOM - 452 FIFTH AVENUE BUILDING

THE TOY MARKET
ROOM 1424 MERCHANDISE MART • CHICAGO 54, ILLINOIS
Permanent Display of America's Leading Toy Lines

featuring Nationally Known Lines That Sell

- **Kusan, Inc.** KooZoo Blox, Rattles, Trains, etc
- **Deluxe Woodcraft Co.** Rocking & Swinging Horses
- **Dart Board Equipment Co.** Darts & Dart Boards
- **Modern Educationals** 3rd Dimensional Plastic Nursery Puzzles
- **Delphos Bending Co.** Juvenile Furniture, Desks, Horses, etc.
- **Suburban Toy & Mfg. Corp.** Batons—Junior Golf Sets Work Benches

---

Colorful

PETAL CRAFT

New, fascinating activity Toy

EDUCATIONAL
•
CREATIVE
•
AMUSING

Endorsed by leading educators

PETAL CRAFT, INC.
BOUND BROOK, NEW JERSEY
*Trademark

Write for descriptive booklet

FOR YEAR-ROUND AND REPEAT SALES

Kay Stanley's **Model-Craft**

MOLDING AND COLORING SETS

Kay Stanley's **CAKE MIX SETS**

"The Educational Fun Toys"
FACTORY & GENERAL OFFICE
521 W. Monroe St. Chicago 6, Ill.
New York Showroom ROBT. FREEDMAN & SON
Room 203 200 Fifth Ave.

Tonka Toys
by MOUND METALCRAFT, INC.
Mound, Minnesota

NEW! For "53"

This outstanding scale model of the heavy duty road grader is quality built—The easily accessible steering column turns the front wheels action at the slightest touch—The heavy steel blade is adjustable in any direction—Six heavy treaded rubber tires and rugged wheel plates.

NO. 800-3
"TONKA" ROAD GRADER

MOUND METALCRAFT, INC.
MOUND, MINN.

Lido PLASTIC *toys*

YEAR 'ROUND FAST SELLING AND PROFITABLE

"Howdy Doody" Televiewer Sets, Western Round-up Sets and many other popular priced leaders.

N. Y. OFFICE: 200 5th AVE., ROOM 206
Write for new colorful catalog
Plant: 321 Rider Ave., N. Y. 51 • CYpress 2-4942-3-4

Superior

FOLDING POOL TABLES

During the Chicago January Toy Show, see our 1954 line on display in Room 1623, Republic Bldg., 209 South State Street.

From the smallest to the largest pool table we manufacture in various grades. Write for catalog

Walter & Arthur Arenzten Manufacturers' Representatives

SUPERIOR BOWLING & BILLIARD SUPPLY CORP.
1750 WEBSTER AVENUE, BRONX 57 N. Y.

M & J
★KNITCRAFT CO.★
1052 GREENE AVE.,
BROOKLYN 21, N. Y.
Tel.: GLenmore 2-1047-1048

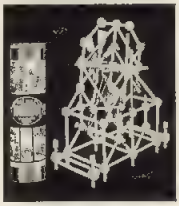
The **LARGEST** Manufacturer of
DOLLS' KNITTED CLOTHING
SPECIALIZING IN

WOOLEN	COTTON
★ BERETS	★ BONNET SETS
★ SWEATERS	★ SNOW SUITS
★ CREEPERS	★ NOVELTIES
★ BOY & GIRL OUTFITS, etc.	
★ BOOTIES	★ DOLL PANTS
★ HEADWEAR	★ CARDIGANS
★ SLIPOVERS	★ SUNSUITS
★ TWIN SETS	★ ACCESSORIES
	etc.

MADE TO YOUR SPECIFICATIONS
FAST ACTION on ALL ORDERS!
PHONE or WRITE *TODAY* for QUOTATIONS

"IT'S A NATURAL" BIRD
AMERICA'S
FINEST AND FASTEST SELLING LINE
Baby Dolls Rubber Skin Dolls
Composition and Walking Dolls
Plastic, Vinylite
Ingrown hair and
Saran Washable Wigs
35 YEARS OF LEADERSHIP
NATURAL DOLL CO., INC.
134 SPRING STREET, NEW YORK 12, N. Y.
SHOWROOM
200 Fifth Avenue, Room 319 — Sam Dreilich & Sons, Reps.

NEW!
TINKERTOYS IN COLOR!



Faster profits for you through new color appeal . . . new model designs . . . new National Advertising.
Five sizes: a Tinkertoy set for every age and price bracket.
THE TOY TINKERS DIVISION OF
A. G. Spalding & Bros. Inc.
807 Greenwood St., Evanston, Ill.

Spook Time

IS MASKING TIME
Order your masks and wigs now -- be ready for the big selling season. Large assortment -- priced right.
Huge papier mache models—made to order

THE AMERICAN MASK MFG. CO.
FINDLAY, OHIO

» » » *The Largest Mask Manufacturers in the World*
OUR 82ND YEAR
MASKS—PAPER HATS
NOISEMAKERS • SERPENTINES • CONFETTI
DESSART BROTHERS, INC.
Masquerade, Carnival and Party Goods
Showrooms:
45 Irving Avenue, Brooklyn 37, N. Y. - Arthur Frey, 200 Fifth Avenue, N. Y. C.

Tonka Toys
by
MOUND METALCRAFT, INC.
Mound, Minnesota

NEW! For "53"

This outstanding scale model of the heavy duty road grader is quality built—The easily accessible steering column turns the front wheel section at the slightest touch The heavy steel blade is adjustable in any direction—Six heavy treaded rubber tires and lugged wheel plates.
L. 17" — H. 8¾" 7¼"
NO. 600-3
"TONKA" ROAD GRADER
MOUND METALCRAFT, INC.
MOUND, MINN.

MONKEY BUSINESS
Stores from coast to coast are already [illegible] tremendous success with MONKEY DOODLE, ELKA's wonderful Dancing Monkey. The winner of the year at Toy Fairs. Retails at $7.98
Soft plush animated body [illegible] on classic Tune Drums, Cymbals, Maracas and bongos. Life like paws, fingers, feet and ears. Height 15. Brown Pink or Blue. In [illegible] boxes.

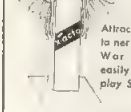
No. 1005—MONKEY DOODLE
Send for the New ELKA
1953 Catalog

Elka TOY & NOVELTY MFG. CORP.
Factory
30 West 24th St., New York 10, N. Y.
Showrooms
200 Fifth Ave., New York 10, N. Y.
1384 Broadway New York 8, N. Y.

NEW x-acto®
SIOUX INDIAN WAR BONNETS
Exciting-Colorful Easy-to-Make!

90% of work PRE FABRICATED in X ACTO UMAYKIT WAR BONNET KITS!
#601—Striped Natural Feathers—List $2.95
#602—Colored Feathers (5 avail.)—List $3.95
#603—Imitation Eagle—Chieftan—List $5.95
Above also available—
fully finished—at $2 addit on

Show it finished
. . . . to sell the Kit!



Attractive shipping con-ta-ner for each completed War Bonnet converts easily into a clever Display Stand

Write today for our new illustrated 28-page Catalog

x-acto®
X-acto Crescent Products Co., Inc.
440 Fourth Avenue New York 16, New York

the slow progress that such merchandise has made in establishing a real trend, yet it seems to have such possibilities."

Again I checked my notes before continuing.

"How do you feel about this self selection experiment? You have gone into it with about as much soundness of plan as any store in the country. Are you satisfied with the results?"

DECISIONS TO BE MADE

"Indeed we are. There has been some trial and error, as always comes with any drastic change in merchandising. We feel now that it is mainly just deciding which classifications lend themselves to self-selection and then setting them up as attractively as possible. Of course there will always be some items that must be sold by well trained sales people, such as dolls, bulk toys, wheel goods, etcetera. We still use demonstrators for many toys which require them, but even in these cases the transaction is completed at the pay-out desk. This system frees the salesman or demonstrator from details and allows him to spend all his time assisting the customer and, of course, selling."

What about the packaging of items that are to be put into self selection? Do you think some of them need a more sturdy design, as well as greater eye-appeal for the self-selection type of merchandise?"

PREDICTS IMPROVED PACKAGING

"That is definitely a need in many cases, unfortunately. However, I think that by Christmas time you will see that a number of manufacturers have made some drastic changes in packaging, and with a definite improvement of plan noticeable."

"Goodness, I could keep asking questions for hours, but I promised I would not exceed a limited time and I am sure we have run over that. Please bear with me for a couple of questions about your leisure activities."

"What leisure?" he came back, with a short laugh.

"Gosh you got to relax once in a while, though I can well see that it probably is kept to a minimum of time. What about sports? Do you play golf?"

"Yes, but I think I get most of my relaxation puttering around the house and watching my children in their development. You know," he smiled, "they are my best testing ground for durability of toys."

Thank you Mr. Griffin for a most interesting chat." You certainly have given a definite indication of the broad grasp you have of toys, their buying and merchandising. Certainly Macy's is the ideal stage on which to display your ability.

AMF Junior Toy Corp. Junior Vehicles

WRITE FOR NEW FOLDER
"How to Choose the Right Velocipede for Your Child"
•
JUNIOR TOY CORPORATION
215 Marble Street • Hammond Indiana
Subsidiary of
AMERICAN MACHINE & FOUNDRY CO N Y.

For Better Sales
MARCIE
CHARACTER and COSTUME DOLLS
by
A. & H. DOLL MANUFACTURING Corp.
43-12 50th ST., WOODSIDE 77, N. Y.

Leslie-Henry Co.
The World's Largest Maker of Western Playthings

★ GENE AUTRY
★ LONE RIDER
★ TEXAS STAR RANGER

Suits • Holster Sets • Pistols • Hats
Showroom: 200 FIFTH AVE., NEW YORK 10, N. Y.
M. A. Henry Western Co.
1751 Olympic Blvd., Santa Monica, Calif.
M. A. Henry Ltd., Bundass, Ontario, Canada
Factory: Mount Vernon, N. Y.

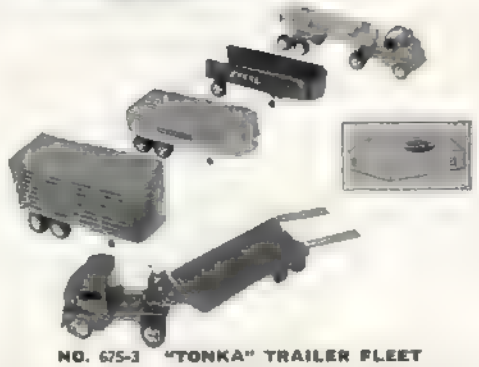
NATIONAL SCHOOL SLATE CO.
SLATINGTON, PA.
SCHOOL SLATES
NATURAL SLATE BLACKBOARDS
Lincoln Moseley—Sam Abrahams
ROOM 315
FIFTH AVENUE BUILDING

5 NEW MODELS IN THE Tonka Toy LINE FOR 1953

Tonka Toys
by
MOUND METALCRAFT, INC.
Mound Minnesota

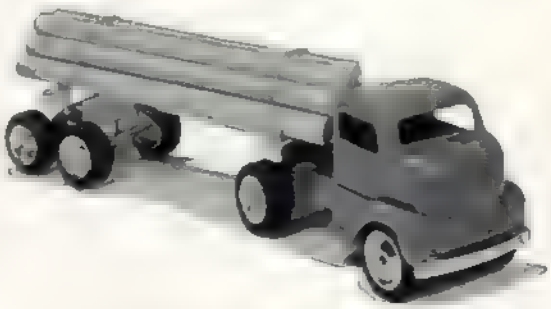
Don't Miss Our Unusual Display at the Toy Fair

ROOM 540 HOTEL NEW YORKER



NO. 675-3 "TONKA" TRAILER FLEET

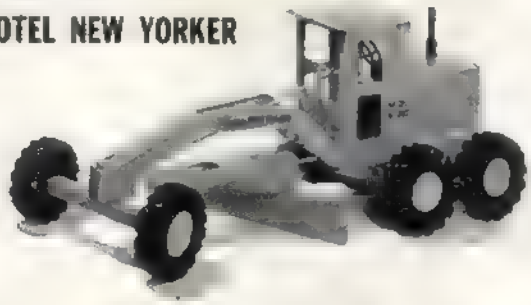
NOW! . . . In one carton a "TONKA TOY TRAILER FLEET" . . . Five factual miniature models of real trailers and two interchangeable miniature tractors . . . each tractor can be coupled to any of the trailers. . . . A combination that is unequaled in play value for both the young and the old.
YES! . . . The packing carton is a display and also a garage for the fleet



NO. 575-3 "TONKA" LOGGER

This logger is tops. . . . A large load of logs held in place by a plated logging chain. . . . Full floating tandem rear axle on the trailer. . . . Authentic single boom construction from rear tandem to front section. . . . Fourteen large rubber tires on plated steel rims.

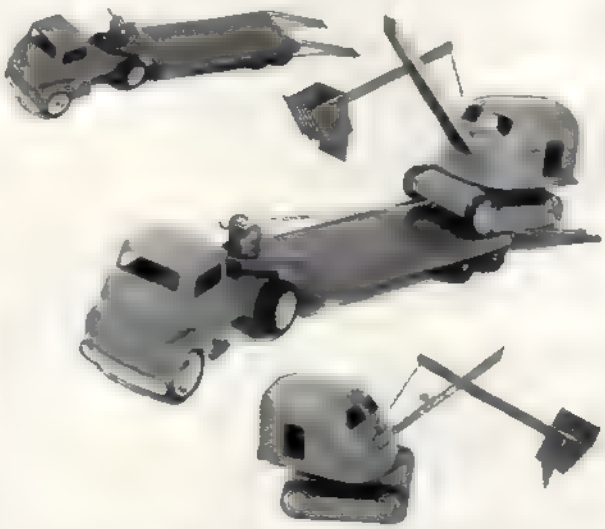
L. 22¼" . . . H. 5¾" . . . W. 5⅜"



NO. 600-3 "TONKA" ROAD GRADER

This outstanding scale model of the heavy duty road grader is quality built. . . . The easily accessible steering column turns the front wheel section at the slightest touch. . . . The heavy steel blade is adjustable in any direction. . . . Six heavy duty treaded rubber tires and lugged wheel plates.

L. 17" . . . H. 6¼" . . . W. 7¼"



NO. 130-3 TRACTOR, CARRY ALL TRAILER AND STEAM SHOVEL

This combination includes the No. 130-3 Carry All Trailer and the No. 50-3 Steam Shovel. . . . The trailer has a plated loading winch and chain. . . . Two heavy steel detachable loading tracks and fourteen large rubber tires. . . . The steam shovel has a full rotating cab. . . . Rachet crank control. . . . Heavy plated chain linkage on shovel controls and continuous rubber tractor treads with heavy steel solid type side guards.

L. 30½" . . . H. 12¾" . . . W. 6½"

Note . . . The No. 130-3 and the No. 50-3 are available as single units.

HERE IS ANOTHER "TONKA TOY" FIRST. BE SURE AND SEE IT AT THE FAIR.

NO. 650-3 "GREEN GIANT" TRANSPORT

A factual model of the large refrigerator or "reefer" trucks that carry America's food across the country. . . . Authentic appearing refrigerator unit realistically placed on the front of trailer section. . . . Fourteen large rubber tires on plated steel rims. . . . Retractable stand wheels and heavy steel plated front bumper. . . . This unit carries the nationally known trade mark of the "JOLLY GREEN GIANT". . . . One of the most famous brand names in the world.

L. 22¼" . . . H. 8¼" . . . W. 6¼"

Tony Accetta BAITS

World Famous

Get the Big Bites and Sales!

Approved by Sportsmen's Research (Non Profits)

Designed by a world champion fisherman who spends over 1500 hours a year fishing to develop the bait that gets fish. All baits received the National Sportsmen's Research Award.

RIVER DEVIL

Ideal for streams or deep lake fishing. River Devil has action all the way from the easy starting, flashing spinner to the tips of the wiggling feathers. Runs deep Small wings act as weed guards. Permits bait to skid over rocky bottoms, around or over snags, into deep pockets like a living thing without snagging or line twisting. A killer for bass, pike, muskies and walleyes. Nickel plated brass construction. Weight ⅝ oz., length 2¾", 3/0 hooks. Illustration is one-half actual size.

32B1963-66—Red & white.....Retail **$1.10**
32B1964-66—Yellow .....Retail **$1.10**

JIGOLET LURE

A noisy surface popper. Jigolet is designed for surface fishing and is a popping, dancing fool that really drives bass crazy. The weedless and snagless model can be cast right into the weeds and snags day or night without catching. The squirming, fluttering feathered teaser makes the wariest bass strike to kill. Floats at rest. Extra weight ⅝ oz. Length 2½". Illustration is ½ actual size

32B1967-60—Red & white.....Retail **$1.00**
32B1968-60—Yellow .....Retail **$1.00**
32B1969-60—Frog ..... Retail **$1.00**

TONY ACCETTA'S TACKLE BOX

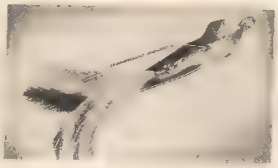
America's best fish-getting combination. The country's most famous fisherman says, "These five baits are all I need to catch fish under all conditions." Baits in a hip-pocket size box—slips out of way when fishing streams or traveling light. Box contains the River Devil, ⅝ oz.; Spin Dodger, ½ oz.; Jigolet, ⅝ oz.; "Pet" Spoon, ½ oz., and Weed Dodger, ⅝ oz. Use these five weedless baits, casting or trolling for bass and other fresh or salt water game fish. Ideal bait selection for short trips. Perfect gift for sportsmen.

32F79-330—Box.....Retail **$5.50**

TONY ACCETTA HOBO

Combine three of the most effective lures known the world over—the wobbling spoon, flashing spinner and squirming spinner fly and you have a lure that will catch anything that swims. That's the Hobo! Has churning action of the spinner, naughty sideways wobble of the spoon combined with wiggling action of the streamer hook. Snagless lure works through most anything without fouling, except green slime. Runs shallow. Brilliant mirror chrome finish. Replaceable weed guard and feathered hook. Wt. ½ oz., 3" long, 2/0 hook.

32B1965-75—Red ... .Retail **$1.25**
32B1966-75—Yellow .. .. Retail **$1.25**



"PET" SPOON

Casts far, trolls easy—and it's weedless! Wiggles through lily pads and brush like an eel. Lifetime chrome finish won't tarnish. Replaceable feathered hook and weed guard not welded on. Positive hooking. Comes complete. Wt. 3/16 oz., spinning size 1/0 hook for bass, crappies, walleyes, etc.

32B1970-60—Red .....Retail **$1.00**

As above, but ¼ oz., spinning and light tackle size 2/0 hook for bass, pike, etc.

32B1971-63—Red .....Retail **$1.05**

As above, but ½ oz., casting size 5/0 hook for bass, great northern and walleye pike

32B1972-72—Red .....Retail **$1.20**

WEED DODGER

Snappy, wiggling, flashing spoon with plenty of oomph. Can be fished medium deep or very deep depending on retrieve. Sneaks through the thickest weeds or snaggy shoreline without snagging. Dynamite for bass, pike and walleyes. Casts like a bullet. Brilliant mirror chrome finish. Replaceable weed guard and red feathered hook. Spinning and light tackle size 2/0 hook, wt. ⅝ oz. Blade length is 2¼ inches.

32B1961-51—Red .....Retail **85c**

As above, casting and trolling size, 4/0 hook, wt. ⅝ oz., blade length 2¾".

32B1962-66—Red..... ...Retail **$1.10**

Casting Baits that Rate "Tops" With the Experts... Always Best Sellers

(A) WEEZEL CASTING MINNOW

The weezel is absolutely weedless, enabling fishing in those tough spots where those "Ol Lunkers" lie. Special long shank 4-0 hook. Two distinctly different actions for the price of one lure. Using the spinner this lure has a fast swimming action just like a minnow—using the disc it has a side to side wobbling and darting motion that is irresistible to all game fish Individually packaged one to a card. Wt ⅝ oz.

Yellow head, brown body, white tail
32B135-78.....Retail **$1.30**

Red head, black body, white tail.
32B141-78.....Retail **$1.30**

Red head, guinea body, white tail.
32B143-78.....Retail **$1.30**

Yellow head, red body, yellow tail.

Weedless

(B) ZIMMY PLUGS

World's best plastic plug for all large game fish! Weedless plug will not absorb water—a common fault of a wooden plug. Exceptionally tough material used in constructing these plugs—almost indestructible. Always lustrous, no bare spots, no chipping. All colors are sealed in plastic —never need painting. Will go down to a depth of 300 feet. Expertly balanced to give plug attractive weaving action. Guaranteed against defects. Silver flash —transparent plastic body with silver foil center. Length 4". Plug equipped with treble and double hook.

32B1774-117.....Retail **$1.95**

As the above, but red glow. Red fluorescent plastic body with silver foil center. Plug measures 4" long.

KUSH CASTING SPOON

Made of solid brass with chrome finish. Precise balance and embossed chrome stripe produce ideal wobbling action in water Four color combinations in durable baked enamel—red and white, red and yellow, black and white, black and yellow. Is 4¾" long, wt. ¾ oz. 12 assorted on card
32B1918-792—Card.....Retail **$13.20**

KUSH SPINNING SPOON

As above, but 3¼" long, wt. ⅜ oz.
32B1919-684—Card..... .....Retail **$11.40**

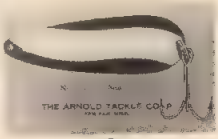
KUSH SPOON ASSORTMENT

Catches all game fish. Effective in fresh or salt water. Assorted four color combinations of baked enamel on card; red and white, red and yellow, black and white, black and yellow. Has 6 of each of the following sizes: for trolling and casting, 4¾", ⅝ oz.; for casting and spinning, 3¼", ⅜ oz.; fly casting and spinning, 2", 1/10 oz.
32B1917-882—Card of 18.....Retail **$14.70**

DARDEVLE MIDGET ASSORTMENT

The lure that drives fish mad! Ideal for spinning and light tackle, casting or trolling. It wiggles and wobbles—but it doesn't twist your line. Colorful counter display holds 12 assorted new Dardevle Midgets 1½" long. Dardevle weighs 3/16 oz. Each assortment contains 2 orange spoons, 2 herring spoons, 6 red and white spoons and

Ⓐ



Ⓑ

Ⓓ

Ⓒ

Ⓔ

Ⓕ

Fly Rod, Spinning and Casting Spoons

(A) "ARNOLD" WEED-BATE

Takes fish without taking weeds. Teasing, taunting, strike provoking action. Weed-Bate goes into the heaviest cover after the big ones. Hooks and holds strike. Tops in weedless lures. Blade of heavy gauge, nickel plated and hand polished brass. Hook—the highest quality No. 3/0. Weed guard—brilliant fadeproof plastic For all game fish, bass, pike, walleyes, northerns, etc.
32B1692-54.....Retail 90c

(B) "ARNOLD" CASTING SPOONS

Made of heavy gauge stock, polished back and edges heavily nickel plated. Highest quality special water resistant lacquers are used in producing sharp, brilliant colors with sharply defined edges. Highest quality spring brass split rings together with quality treble hooks of full size.
32B1599-180—Doz. length 3½".Retail **$3.00**
32B1681-180—Doz. length 2⅞".Retail **$3.00**
32B1682-180—Doz. length 2¼".Retail **$3.00**
32B1683-180—Doz. length 1¾".Retail **$3.00**

(C) WORTH'S FLY SPOON ASSORTMENT

Thousands of anglers prefer it to all others. It dips and weaves in an alluring manner that is a challenge to all game fish Specially developed process provides a high luster enamel finish that wears exceptionally well under the hardest fishing. In addition to the striped patterns it is available in brilliant nickel and flashing copper Twelve on a card—6 striped and 2 each of black, nickel and chrome.
32B348-132—Card.....Retail **$2.20**

(D) K-B SPOON ASSORTMENT

An assortment of K-B spoons, all in one package. A size and color for every fishing need plus superior line guide and 2 spinners K-B spoons have been awarded 17 first prizes in national fishing contests during the last ten years. Used for all kinds of fresh or salt water fishing. For all kinds of fish and all kinds of days.
32B301-207.....Retail **$3.45**

(E) K-B SPOONS

Shaped from solid brass or copper. Swivels are brass, rings are steel, weed guards are colored plastic. Spoons measure 7⅛" in length, weight is 2 ounces.
32B13-12S60/65—Copper color.
32B14-12S60/65—Silver color.
32B15-12S60/65—Gold color
Retail **$1.00**

As the above, but spoon measures 6½" long and weighs 1 ounce.
32B16-12S48/50—Copper color
32B17-12S48/50—Silver color.
32B27-12S48/50—Gold color.
Retail **80c**

(F) K-B LUCKY SPOONS

Dart, wiggle and wobble as though alive. Brilliant color lures the big ones from the bottom. Measures 6½ inches in length Spoons weigh 1 ounce.
32B35-12S48/50—Copper color.
32B50-12S48/50—Silver color.
32B51-12S48/50—Gold color.
Retail **80c**

Closeout Specials

Hornet Lures

HORNET CASTING AND SPINNING LURES

Complete lure spins under water. Nickel finished brass spinners, plastic guard and tail. Lure measures 5¼", weight 2/5 oz.
32B1313-70—Red, yellow trim
32B1314-70—Yellow, red trim.
32B1315-70—Green, red, yellow trim

Hornet spinning lure is of nickel finished brass spinners, plastic guard and tail. Measures 4" long, and weighs ¼ ounce.
32B1316-50—Red, yellow trim
32B1317-50—Green, red, yellow trim
32B1318-50—Yellow, red trim.

Real Flash!

Full-color clover-leaf box sells the "small fry"!

Here they are— new for '53! Fun-filled "Motors" set is packed in a sparkling, new box that has a colorful, modern clover-leaf highway scene on the top! Here's an assortment so complete . . . so appealing . . . it will catch the eye of every youngster. Realistic in every detail . . . durable, all-metal, quality construction . . . with Tootsietoy's famous "Roll-Ezy" wheels and rubber tires. A sure-fire seller that will "wow" the kids. Dowst Mfg. Co , 4537 Fulton St., Chicago 24.

★ **See them**

AT THE TOY FAIR

Room 421 • Fifth Avenue Building

Tootsietoys

ALWAYS LOOK FOR THE NAME ON EVERY TOY

THE ORIGINAL DIE-CAST ALL-METAL TOYS...SINCE 1893

Sweetest little outboard cruiser afloat!

The '53 TOPPER OUTBOARD CRUISER

Now you can get small cruiser comfort and boating pleasure for just a fraction of cruiser cost! Check the Topper specifications—18′ length overall, 6′6″ beam, 10″ draft, 5′ cabin headroom, 2 bunks, ⅜″ marine plywood hull—then be sure to

SEE THE '53 TOPPER OUTBOARD CRUISER *AT THE SHOWS:*

BOOTH 448 — NEW YORK SHOW
BOOTH 311 — CHICAGO SHOW

TOPPER Boat Company

536 North Patterson Park Ave. **Baltimore 5, Maryland**

Or, if you miss the shows this year, write us direct for free, illustrated folder.

NO MAJOR CHANGES AT WESTLAWN

Westlawn School of Yacht Design and Westlawn Associates contemplate no changes for 1953. The school is now in its 23rd year as the only educational institution teaching the profession of yacht design as a separate profession from naval architecture as it applies to the design of ocean-going steam or diesel ships. School secretary E. S. Nelson reports that the enrollment in the home study course is now greater than at any time in almost a quarter of a century and that almost two-thirds of all of the men practicing the profession of yacht designing are either graduates or students well advanced in their scientific studies. The school retains its certificate of approval from the Division of Higher Education, New Jersey Department of Education.

The Westlawn Associates division, composed of the school's teaching staff headed by Gerald T. White, will continue the practice of yacht design with stress being placed on the consultation phase. While they still intend to carry their line of over 200 stock plans and to provide custom designing, they do feel that the consultation part of their activities provides the finest service of this sort that is available.

The 24-foot Sea Beavers, built by Sea Beaver Corp. Greenwich, Conn., are again available. Current models include the Express Cruiser (above), Marine Station Wagon, Harbor Launch and Fisherman. Sea Beaver models feature a pocketed round bilge design providing shallow draft and protection for the propeller and rudder

NEW HARBOR POLICE BOAT

A new 50-foot police patrol boat has just been delivered by the Derecktor Corporation, Mamaroneck, N. Y., to the Harbor Precinct of the New York City police. Powered with twin Hall Scotts with two 150-gallon copper tanks, the boat will see 24-hour 12-month service in New York waters. Trials produced speeds of 20 knots. Planked with 1⅛-inch Philippine mahogany and ½-inch ice sheathing she is bronze-fastened throughout. Fully equipped with life-saving and rescue equipment, the boat is wired for 12, 32 and 110 volts with 32-V Onan generator. The patrol boat features four berths, raised pilot house, two equipment rooms, and protection by Kidde automatic and remote control carbon dioxide fire-extinguishing system.

WOOD PRESERVATIVES AID BOAT LIFE

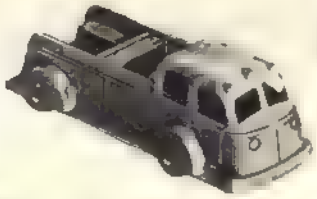
Each year finds more and more yachtsmen discovering the many money-saving advantages of Cuprinol the wood and fabric preservatives that help make boating more fun and less work. Now produced in a new pint size (for wood) as well as quarts and larger sizes by the Cuprinol Division, Darworth, Inc., Simsbury, Conn., these preservatives are in liquid form for easy application.

Cuprinol's prime use is to prevent the rotting of any and all wood used in the yachtsman's boat. It guards against dry rot that attacks the wood in boat interiors. It makes the hull, wharves, pilings and floats safe from teredo (shipworm), gribble and all marine growths and parasites. And it keeps ropes and nets free from fungi and marine growths.

There are many who will be glad to know that Cuprinol, because of its water repellency, also helps wood resist its normal tendency to swell, warp and shrink. Deck planking has less tendency to force the calking from between the planks. Doors and hatch covers will not warp, stick or lose their snug fit.

Sav-it for textiles prevents mildew and adds water repellency to sail covers, awnings and all other canvas.

T-9103



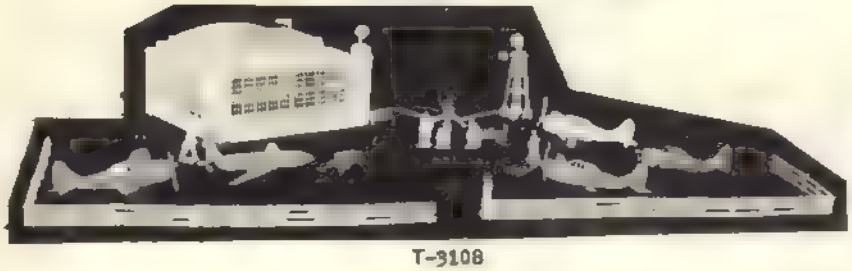
T-9106

T-9107

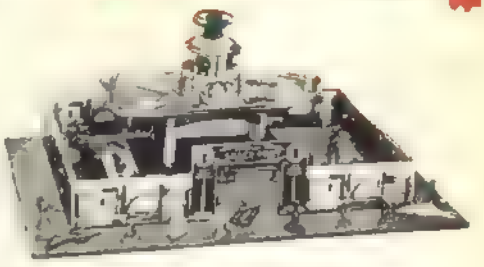
T-9105

T-9110

T-9109



T-9108



T-9111

TAKE-A-PART TOY ASSORTMENT – Individual plastic take-a-part cars, aeroplanes, wrecking trucks and hot rods each in cellophane envelopes. Can be completely taken apart or put back together again simply.
T-9103. . . EACH $ .86. . . SUGGESTED RETAIL $ .95

BOMB-A-SHIP – Set contains plastic B-29 bomber and exploding battle ship. Metal bomb fits into bomber, and when released over ship makes contact and battle ship explodes. Ship can be assembled quite easily after blowing up. All parts accurately detailed.
T-9105. . . EACH $2.66. . . SUGGESTED RETAIL $1.98

TOOTSIE TOY SET – Pocket size metal cars and trucks, and aeroplane, finished in assorted enamelled colours. Assortment consists of 10 pieces. Packed in gift box.
T-9106. . . EACH $2.60. . . SUGGESTED RETAIL $1.95

TOOTSIE TOY SET – Assortment consists of 8 popular size cars and trucks and 2 jet aeroplanes. All metal with rubber wheels. Finished in assorted colours packed in new style gift box.
T-9107. . . EACH $4.04. . . SUGGESTED RETAIL $2.98

AIRPORT WITH ACCESSORIES – All plastic airport, aircraft, fencing and many other accessories make up this attractive assortment. Contains nearly 25 pieces of equipment. Fencing and airport can be taken down or put together quite simply.
T-9108. . . EACH $4.66. . . SUGGESTED RETAIL $3.49

SERVICE STATION – All metal two st[illegible] upper parking area. Set has washing [illegible] one car and automatic e[illegible]ection unit [illegible] s brightly lithographed a[illegible] tail. Size 16¾" x 12" x 7¾".
T-9109. . . EACH $3.98. . . SUGGESTED RETAIL $2.98

SERVICE STATION – Here is a metal and plastic garage with parking area and is complete in every detail. Size 25" x 16¾" x 10¼". Set consists of two cars, gas pumps, oil rack, elevator, snack bar with all accessories.
T-9110. . . EACH $10.00. . . SUGGESTED RETAIL $7.50

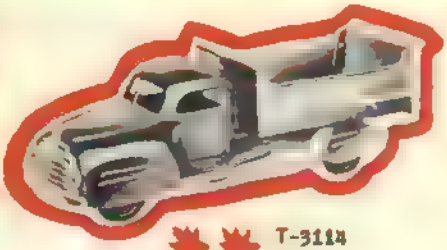
SPACE PORT – Futuristic space port, all metal. Brightly lithographed with radar ports, rocket guns, signal towers, etc. This set contains approximately 25 or more figures and machines.
T-9111. . . EACH $10.00. . . SUGGESTED RETAIL $7.50

Santa's Special

T-3112

T-3115

T-3113



T-3114

T-3116

T-3117

T-3118

T-3119

T-3120

ECONOMY TOW TRUCK – All metal, finished in two colours, plated grill and rubber wheels. Towing cord locks in position. Length 6¾".
T-3112. . . EACH $1.34. . . SUGGESTED RETAIL $1.00

ECONOMY DUMP TRUCK – Length 7¼". Finished in two colours, plated grill, rubber wheels. Tail gate opens when body dumps.
T-3113. . . EACH $1.34. . . SUGGESTED RETAIL $1.00

SPECIAL DUMP TRUCK – Length ..". Finished in two colours, plated grill, rubber wheels. Dumping device, tail gate opens when dumped.
T-3114. . . EACH $1.84. . . SUGGESTED RETAIL $1.19
Regular Suggested Retail . . . $1.50

SELF LOADING DUMP TRUCK – Body and chassis made of heavy gauge steel with baked enamel finish. Cab made of heavy plastic in assorted colours. Scraper type front scoop elevates and deposits load in dump body. Overall length 12¼".
T-3115. . . EACH $2.28. . . SUGGESTED RETAIL $1.69

STANDARD DUMP TRUCK – [illegible] Finished in two colour baked enamel with plated grill and rubber wheels. Dumping device.
T-3116. . . EACH $2.68. . . SUGGESTED RETAIL $2.00

COAL AND COKE TRUCK – Overall length with coal chute extended approximately 22". Heavy gauge pressed steel brightly enamelled, plated grill and rubber wheels. Body dumps, rear gate opens. Complete with pressed steel 8" shovel.
T-3117. . . EACH $3.36. . . SUGGESTED RETAIL $2.50

LARGE DUMP TRUCK – Overall length 17½". Heavy gauge steel in grey and red enamel finish with plated grill. Extra large dumping body. Tail gate opens when dumped.
T-3118. . . EACH $3.94. . . SUGGESTED RETAIL $2.95

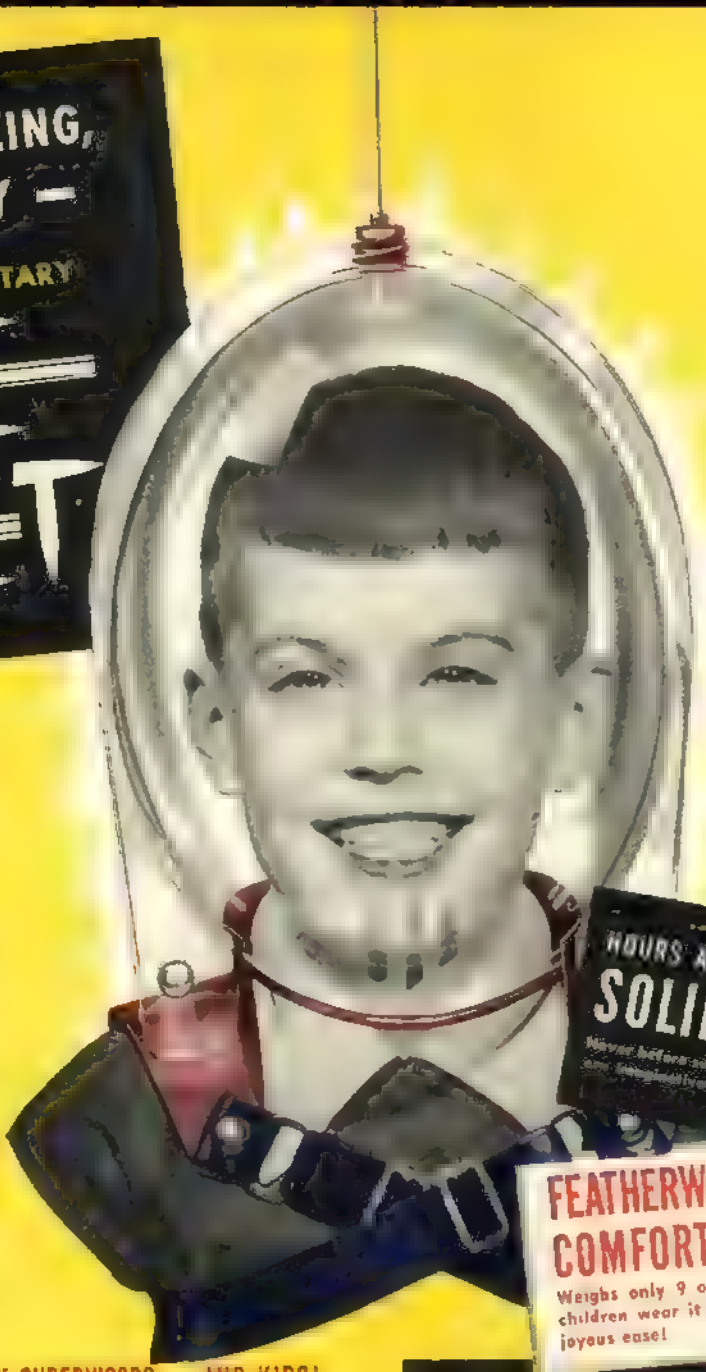
TOW TRUCK – All metal tow truck approximately 13½" long. Smooth enamel finish, plated grill, rubber wheels. Has removable spare wheel, steel chain and hook and locking ratchet on pulling device.
T-3119. . . EACH $3.36. . . SUGGESTED RETAIL $2.50

FIX-IT TRUCK – All plastic work truck with a complete [illegible] a spare tire. Storing compartments in truck hold wrench, hammer, jack and screw driver.
T-3120. . . EACH $1.86. . . SUGGESTED RETAIL $1.39

the UNIQUE, the AMAZING, the ONE AND ONLY —

OFFICIAL INTERPLANETARY

SPACE HELMET



RIDE THE CREST OF SPACE-TOY SALES!

Here you have it — a magnificent climax to space-toy profits! Just look at it — a real featherweight space helmet of tough, flexible crystal-clear Vinylite, made to take all the punishment any modern boy can dish out, adjustable to fit any child comfortably! No boy could possibly resist this sales-making miracle helmet! And girls demand it too!

But it's more than a toy . . parents buy it on sight because it protects precious eyes, ears, teeth and head from wind and rain, from flying rocks and debris during play space-ball as! Children can run, jump, do acrobatics, wrestle and ride with absolute safety! Fogging is impossible, ventilation is foolproof, yet the helmet is fully enclosed in true futuristic style!

This is no heavy, dragging, molded uncomfortable globe — it's light as a breeze made by a unique new process which yields lightness with strength in a patented design shaped to fit any head, may be worn all day with the greatest of ease!

Made of clear Vinylite, with brilliant red shoulder mounts and bright blue cross-straps. Assembly and mounting on shoulders is simple and quick. Safety spring antenna is plastic capped. Get off to a good start—stock the OFFICIAL INTERPLANETARY SPACE HELMET and watch 'em SELL!

HOURS AND HOURS OF SOLID FUN!

FEATHERWEIGHT! COMFORTABLE!

Weighs only 9 ounces, small children wear it all day with joyous ease!

ENDORSED BY PARENTS, EDUCATORS, PLAY SUPERVISORS — AND KIDS!

Not only does the Official Interplanetary Space Helmet pack terrific "come on" for children, but also parents, teachers and play directors enthusiastically praise it as a modern SAFE toy! There are no sharp edges or corners, plastic will not scratch or splinter, antenna deflects on contact. Entire outfit is completely safe around fire. Each helmet is attractively packaged in a space-saving carton with lots of appeal for children and adults alike!

SAFE! ADJUSTABLE!

Meets safety standard requirements against fire, can't scratch, no sharp edges. Cross straps adjust to fit any child.

FULLY ENCLOSED! NO-FOG VENTILATION

DURABLE! PROTECTIVE!

Maintains shape in roughest play, yet is amazingly flexible to absorb shock. Protects against weather and flying debris!

AT THE TOY FAIR

ROOM 744

HOTEL McALPIN

SELLS LIKE MAD at 4.95 retail

ARANT

PLASTICS, INC. 1004 FOLSOM ST., SAN FRANCISCO, CALIFORNIA

REACH A NEW HIGH IN BIG, YEAR 'ROUND FLYING-TOY SALES!

the new

ZOOM HELICOPTER

PATENTED!

U. S. Patent No. 2,622,367

Tom and Co. is the one and only manufacturer and the exclusive distributor of the ZOOM helicopter. This is notice that we intend to protect against any and all infringements of our rights.

GLEAMING SILVER PLATE FINISH

SOARS! SWOOPS! RETURNS!

MADE OF TOUGH, DURABLE PLASTIC!

PACKAGED to SELL at 69¢

FLIES HIGHER THAN A 4-STORY BUILDING!

No wonder the new ZOOM helicopter is making profit history everywhere! It soars into the sky with thrilling realism, much higher than any other toy helicopter maneuvers, swoops, catches updrafts and settles gracefully! Boys and girls watch it with breathless fascination they clamor for it, demand it — and send your sales ZOOMING! It's patented, it's non-seasonal it's sensational! Don't delay — order today!

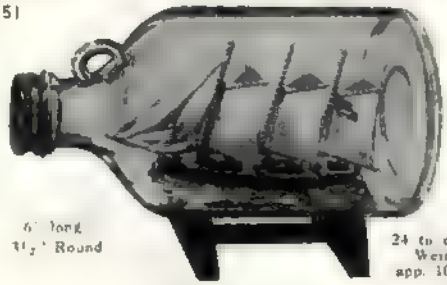
The ZOOM helicopter is made of long-lasting high impact plastic to take thousands of flights. Pull string is of genuine nylon. Size 8¾" over all, every helicopter individually packaged 24 to shipping carton, 4¾ lbs. per carton of 24. Immediate delivery guaranteed.

AT THE TOY FAIR
ROOM 744
HOTEL McALPIN

TOM AND CO., 1004 FOLSOM ST., SAN FRANCISCO, CALIF.

SHIP 'N A BOTTLE

#151



6" long
3½" Round

24 to carton
Weight
app. 10 lbs.

- Fast and Easy Construction Kit.
- No Whittling, Carving or Sanding.
- Universal Appeal for people of all ages.
- Bottle and Boat made of clear plastic (looks like glass)
- Jug has removable bottom
- Assemble Boat
- Set boat in jug—replace bottom—mystify friends.
- Exhibit finished boat in bottle on molded stand with kit.
- Bottle has metal screw cap.

98¢
RETAIL

SET-UP MODELS and DISPLAY MATERIAL AVAILABLE.

Royal Toy

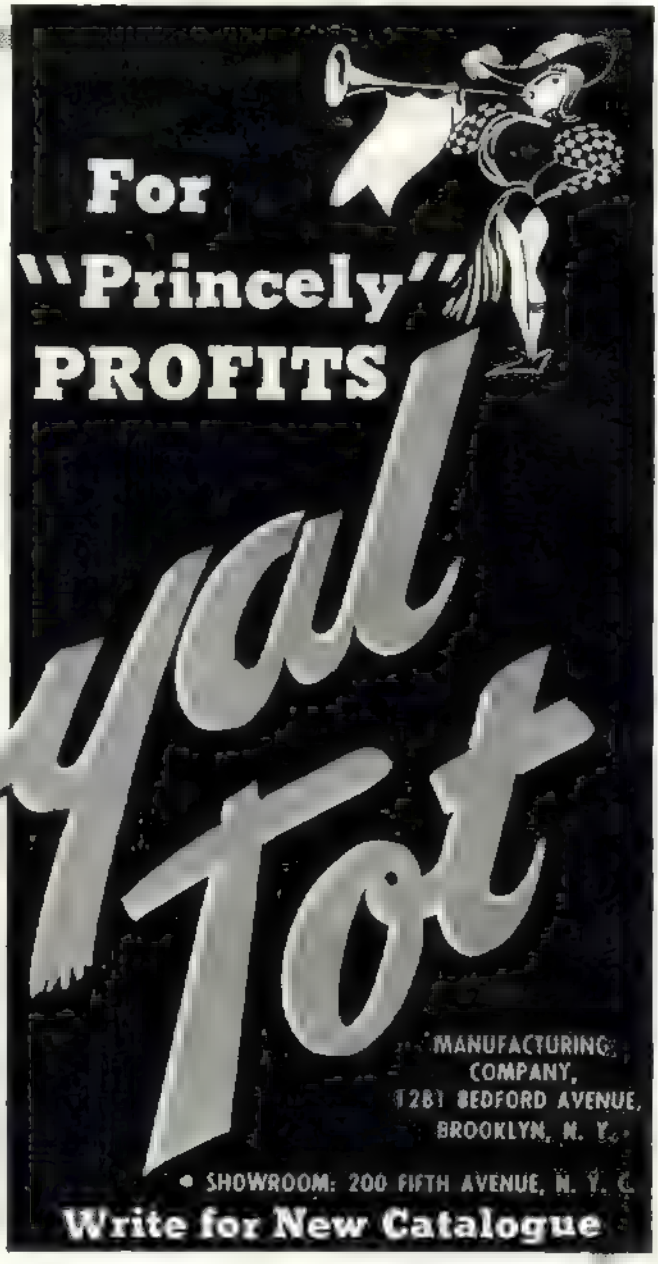
MAGIC KNITTER $1.25

#125 RETAIL

MAGIC KNITTER

Automatic Knitting Device. A simple twist of the wrist and you spin out knitted yarn with that "professional look." Makes beanies, pot holders, rugs, mittens and dozens of other useful items. Made of plastic. With two rounded steel knitting machine needles—fast, perfect knitting.

Individually boxed, including sample yarn and instruction booklet. Packed 2 doz. to carton. App. wt. 10 lbs.



FREDDY the FROG BANK

98¢
RETAIL

#490

Packed 1 to a colorful box—with clear acetate window.
2 dozen to carton. Weight approximately 10 pounds

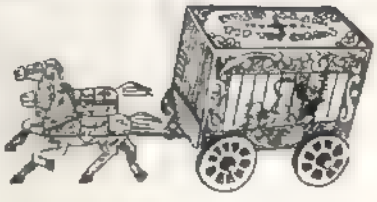
IT'S A WONDERFUL TOY
...IT'S IDEAL
...IT'S A
bombshell!
Ideal brings you the most exciting most revolutionary idea that's ever happened to the wading pool and inflatable industry!
(patent pending)
AND ONLY IDEAL HAS IT!
Be Sure to See it!
IDEAL TOY CORPORATION
200 FIFTH AVE. NEW YORK 10, N. Y.
CHICAGO
14-108 Mdse Mart
DALLAS
340 Mdse. Mart
LOS ANGELES
914 So. Main St.

JOYS WITH U.S. TOYS
U.S. METAL TOY MFG. CO.

THE STEADIEST SELLING LINE IN THE TOY FIELD

#1—COVERED WAGON

#2 STAGE COACH-BANK



#4—CIRCUS WAGON-BANK

QUALITY MANUFACTURERS OF
LITHOGRAPHED
NOISEMAKERS—HORNS—TRUMPETS—SAND PAILS
and SHOVELS, NOVELTIES, ETC.

See us at the
TOY SHOW
ROOM 409
McALPIN

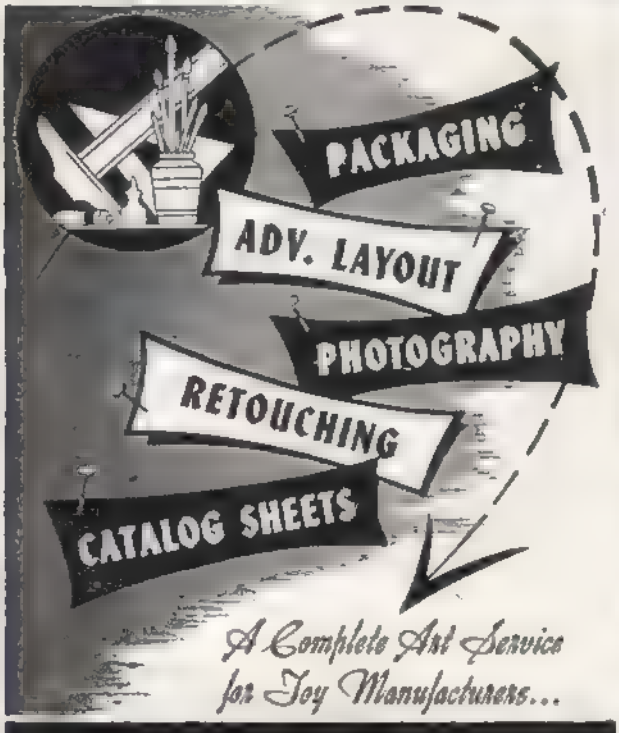
Write for Catalog Sheets and Price List

U.S. Metal Toy Manufacturing Company

MANUFACTURERS OF LITHOGRAPHED METAL GOODS

MAIN OFFICE & FACTORY—199-07 32nd St.—BELLYN. 32, N. Y.
PHONE—STerling 8-3540

N. Y. SALES OFFICE & SHOWROOM—220 5th AVE.—RM. 1003
NAT BERK—EASTERN DIST. MGR. PHONE—LExington 2-8522



A Complete Art Service for Toy Manufacturers...

EVERETT A. HOPPMAN

118 E. 28th STREET NEW YORK 16, N.Y.
LExington 2-7835 • 2-4641

THE OFFICIAL SPACE PATROL HELMET

The official headgear worn by Commander Corry, Major Robertson, Cadet Happy and interplanetary pioneers. The same helmet children see and hear about on radio, television and in comic magazines. Made of rugged, clear, safe, shatterproof plastic. Inflated double astral jet pack tanks. "Space Patrol Commander" on front. Stock this sensational toy and reap a substantial profit. Department store promotion has produced as much as $4,000 worth of sales in four weeks.

Retails at $4.95

Manufactured by

BEEMAK PLASTICS 4462 East Washington Blvd. Los Angeles 23, California

EARLY AMERICAN TEA SET—Service for two. Includes 17 Life Size pieces. Each major piece is decorated with an authentic Early American pattern. Consists of two each cups, saucers, large plates, knives, forks, spoons and napkins, plus one each sugar bowl, creamer and large tea pot. In 2-piece display box.

78225A133 . . . . . **Retail $2.00**

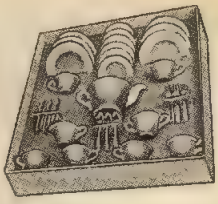
78226A200—Similar to above but service for 4—with 30 pieces . . . . . **Retail $3.00**

78227A267—Service for 4—with 36 pieces. . . . . **Retail $4.00**

WORCESTERWARE TEA SET—Service for 3, with 23 Life Size pieces. This attractive set has three each knives, forks, spoons, cups, saucers, plates and napkins in bright fiesta colors, plus a creamer and sugar bowl—both in beautiful satin Silver finish. Boxed.

78224A133 . . . . . **Retail $2.00**

78223A66—Similar to above, except service for 2—with 14 pieces. . . . . **Retail $1.00**

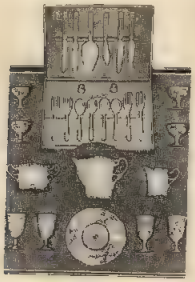


TWO-TONE TEA SET—Tea service for 6, with 41 pieces. All in new two-tone green design, with tableware metalized in "silver-like" finish. Set consists of 6 cake plates, 6 saucers, 6 cups, 1 creamer, 1 sugar bowl, 1 tea pot, 1 stand for tea pot and cover, 6 knives, 6 forks and 6 spoons. Display boxed.

78219A200 . . . . . **Retail $3.00**

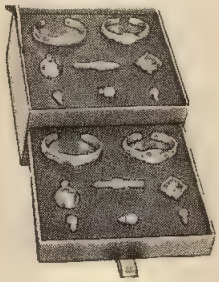
78218A133—Similar to above, except with 29 pieces . . . . . **Retail $2.00**

78217A66 13 piece set . **Retail $1.00**



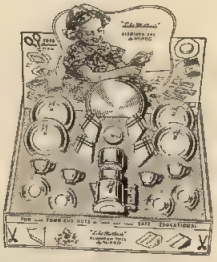
29-PIECE METALTONE SERVICE ENSEMBLE—Silver-like finish plastic. Includes 4 sherbets, 4 goblets, Lazy Susan, teapot, creamer, sugar bowl, and chest with 4 forks, 4 spoons, cake server, butter knife, salt and pepper shakers.

78060A335. . . . . **Retail $4.95**



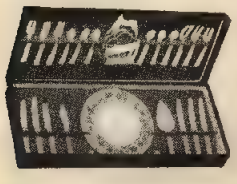
17-PIECE KIDDIE JEWELRY CHEST—Two complete sets of jewelry finished in new Metaltone process—1 set in gold-like finish. Sturdy drawer-type chest with imitation leatherette finish, 6 x 6 x 2¾".

78051A115. . . . . **Retail $1.69**



21-PC. "LIKE MOTHER'S" COFFEE MAKER SET—Colorful lithographed steel. Consists of brightly colored service for 4 in blue, orange, yellow and green. Serving tray, 4 napkins and an aluminum Coffee Maker complete with basket, inset and cover. Food "cut-Outs" on display box.

77172A150 . . . . . **Retail $2.25**



METAL TONE FLATWARE SET—Silver-like finish plastic. Service for six includes 6 each forks, knives, tea spoons, 1 butter knife, 1 server, napkin holder and plastic dish. Packed in attractive cardboard chest

78221A133 . . **Retail $2.00**

78062A66—Service for four, 16 piece set similar to above. . . . . **Retail $1.00**

21-PIECE FLORAL TEA SET—Four color floral lithographed metal tea set consisting of 8 x 10" tray, 4 cups, 4 saucers, 4 plates, 4 butter plates, sugar bowl, creamer, tea pot and lid.

77135A66. . . . . **Retail $1.00**

CIRCUS TEA SET—Similar to above except 15-Pc. Set with lithographed circus designs

77154A600—**Doz.** . . . **Retail $.75**

13-PC. JR. STEWARDESS PLASTIC DINNER SET—An exact replica of the dinner service used in all United Mainliner planes. Set includes trays, cup, plate, salad bowl, dessert bowl, 3 pieces of plated tableware, stewardess hat and pin, flight pocket and 2 napkins. Packaged in 4 color display box, size 22½" x 9½" x 4".

78220A133. . . **Retail $2.00**

BLUE WILLOW TEA SETS—World famous Chinese pattern reproduced in beautiful plastic. Packaged in acetate window box.

15-PIECE SET—Service for 2. Includes 2 each cups, saucers, spoons, knives, forks, napkins, teapot and cover, sugar bowl

7858A66. . . . . **Retail $1.00**

32-PIECE SET—Service for 4

7860A133. . . . . **Retail $2.00**

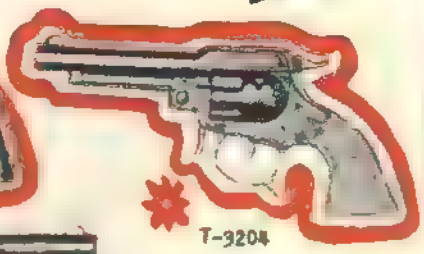
T-3199

T-3200

T-3201

T-3202

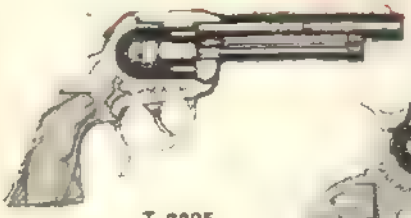
T-3203



T-3204

T-3208

T-3207



T-3205

T-3206

BUFFALO BILL CAP RIFLE – [illegible] with repeat action. [illegible]

T-3199. . . EACH $2.68. . . SUGGESTED RETAIL $1.98

TRAINING RIFLE – Made of heavy gauge steel, 29¾" long. Rust-proof gun-blue finish. Bolt action. Web strap. Shoots harmless corks. Recess in butt holds extra corks.
T-3200. . . EACH $2.68. . . SUGGESTED RETAIL $1.98

SINGLE SHOT P. B. GUN – Made of heavy aluminum and moulded plastic. Shoots Pirc[illegible]g ta ls. Fires singly, has compensator for s mulated noise and also sm[illegible] attachment for real stir effect. Sturdily built for long use.
T-3201. . . EACH $5.50. . . SUGGESTED RETAIL $3.98

REPEATER P. B. GUN – Fires 6 rounds of ammunition on one loading. Stock and grip of heavy moulded plastic, walnut finish. Barrel and pump of aluminum front end loading. Has smoke attachment that will last for over 100 firings.
T-3202. . . EACH $9.00. . . SUGGESTED RETAIL $6.75

GENE AUTRY CAP GUN – [illegible] 8¾". Gold fin[illegible] ke when fired.
T-3203. . . EACH $1.34. . . SUGGESTED RETAIL $ .98

TEXAS RANGER CAP GUN – Length 9". Gold [illegible] 40 shot repeater action. Break action. [illegible] release, rap d firing.
T-3204. . . EACH $1.84. . . SUGGESTED RETAIL $1.35

GENE AUTRY CAP GUN – Nevada Gold finish. Automatic release break-barrel. Puffs smoke when fired. Length 10". Plastic grips. Shoots roll caps.
T-3205. . . EACH $2.40. . . SUGGESTED RETAIL $1.79

GENE AUTRY CAP GUN – "44" Side Loader. Length 12". Revolving barrel, side release loader. Moulded plastic side grips.
T-3206. . . EACH $3.68. . . SUGGESTED RETAIL $2.75

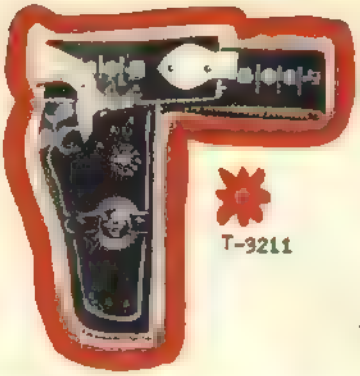
GUN DISPLAY DEAL – Set consists of 6 each of the Gene Autry cap guns mounted on attractive coloured display board. An asset where counter space is limited.
T-3207. . . EACH $55.78

LONE RIDER CAPS – Packed in fire resistant foil. 15 rolls to box. Packed 12 dozen boxes to carton.
T-3208. . . EACH $ .14. . . SUGGESTED RETAIL PER BOX $.10

WOOD • ALEXANDER • LIMITED

T-3209

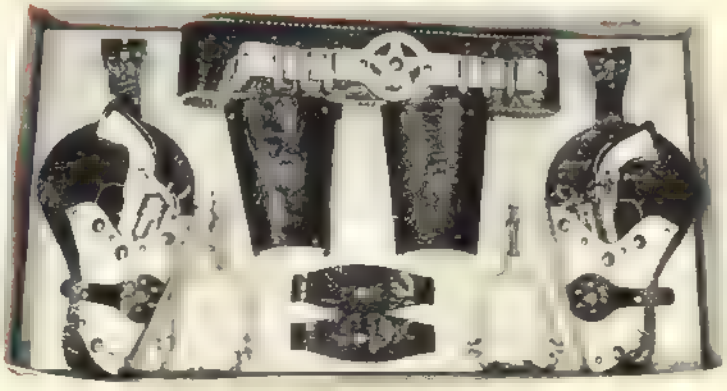
T-3210



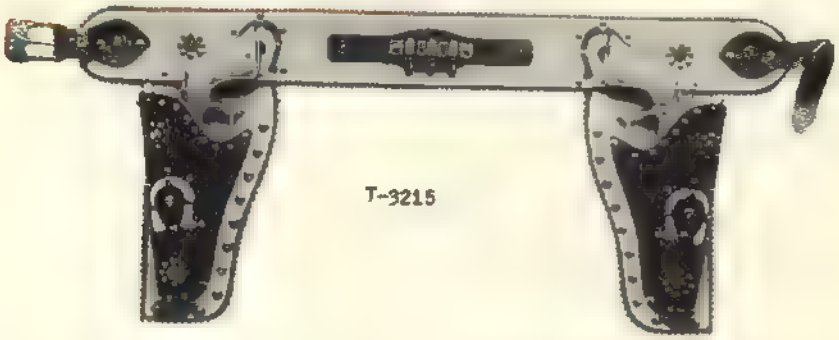
T-3211

T-3212

T-3213



T-3214



T-3215

SINGLE HOLSTER SET – Leather holster and belt with clip of ammunition. Complete with Lone Rider cap pistol.
T-3209. • • **EACH $1.60.** • • **SUGGESTED RETAIL $1.19**

SINGLE HOLSTER SET – Red leather set with white trim and star cut-out. Holster jewel trimmed. Has 50 shot repeater pistol with automatic finger tip release. Clip of ammunition on belt.
T-3210. • • **EACH $2.40.** • • **SUGGESTED RETAIL $1.79**

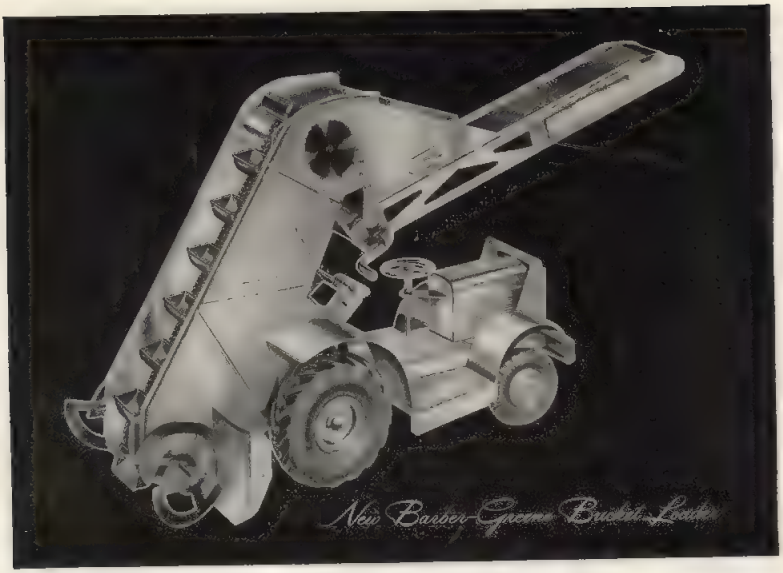
SINGLE HOLSTER SET – Assorted colored holster sets. Either Black leather with chrome buckles, medallions and decorations or Red and White leather with the same type trim. Sets complete with Texas Ranger pistol, repeater action, automatic release.
T-3211. • • **EACH $3.96.** • • **SUGGESTED RETAIL $2.95**

DOUBLE HOLSTER SET – Tan and Red leather holster set with chrome plated studs and buckles. Two Roy Rogers pistols, fully nickel plated, break action. Plastic grips.
T-3212. • • **EACH $3.96.** • • **SUGGESTED RETAIL $2.95**

DOUBLE HOLSTER SET – "Hopalong Cassidy" set in glossy black leather with white leather decoration and tan fringes. Ammunition clip on belt. Chrome plated studs. Contains two fully embossed pistols, gold finish. Plastic grips. Break action.
T-3213. • • **EACH $6.40.** • • **SUGGESTED RETAIL $4.75**

HOLSTER SET WITH SPURS AND CUFFS – Genuine tooled Western style belt, cuffs, holsters and spur straps, dark and tan leather. Chrome plated studs and decorations. Silver finished spurs and chain and gold finished rowels. Ammunition clips on belt. Two Ranger, 50 shot repeating cap pistols with automatic finger-tip release.
T-3214. • • **EACH $8.36.** • • **SUGGESTED RETAIL $6.25**

DOUBLE HOLSTER SET – Genuine red leather with horseshoe design on tan leather back. Set decorated with jewels and multiple nickel plated studs. 3" leather belt with horseshoe design. Ammunition clip. Belt and holsters backed with red felt. Contains two Gene Autry Nevada gold guns.
T-3215. • • **EACH $8.36.** • • **SUGGESTED RETAIL $6.25**



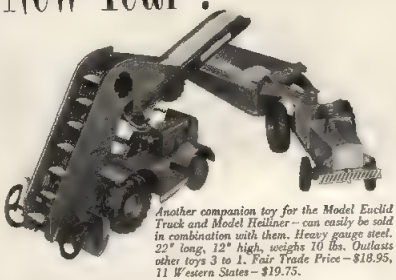
As New as the New Year!

Here's your "leading toy" for '53 - the completely new Model BUCKET LOADER – authorized working model of the newest Barber-Greene machine!

Built to highest quality standards, with many new mechanical features, the Model BUCKET LOADER looks and works just like the *big* machine. Its "spirals" force sand and dirt into piles for loading. Chain-driven buckets bite into the piles, shoot swiftly up to the conveyor belt which takes the loads and dumps them. Bucket-chain and conveyor belt are crank-controlled. Loading unit lowers for digging, raises for road clearance in travel. Front wheels steer. In active detail, this exciting new Model Toy is operationally perfect.

The new Model BUCKET LOADER will be on display at the Toy Fair, and will be featured in national advertising throughout the year. Millions will be reading about this toy, and they'll be *looking for it.*

Plan now to boost toy sales in 1953 with the new Model Toys BUCKET LOADER!



Another companion toy for the Model Euclid Truck and Model Hellner – can easily be sold in combination with them. Heavy gauge steel. 22" long, 12" high, weighs 10 lbs. Outlasts other toys 3 to 1. Fair Trade Price – $18.95, 11 Western States – $19.75.

Model TOYS

made only by
THE CHAS. WM. DOEPKE MANUFACTURING CO., Inc.
NORWOOD, OHIO, U.S.A.

DOLLS AND SOFT DOLLS

BRIDAL DOLL SERIES

Boxed with heavy display acetate cover and attached easel. Ship. wt. per doz. 4½ lbs. Dollcraft Co.

NO. 106—BOBBY, RINGBEARER, 5½"... EACH $ 2.19

QUANTITY ORDERED _____

GLOBETROTTER SERIES

7" Genuine Bisque dolls. Boxed with heavy display acetate cover and attached easel. Ship. wt. per doz., 6 lbs. Dollcraft Co.

NO.	PRICE EACH	QUANTITY ORDERED
Miss Scotland	$2.19	_____
Miss Jugoslavia	2.19	_____
Miss Italy	2.19	_____
Miss Portugal	2.19	_____
Miss Holland	2.19	_____
Miss Czechoslovakia	2.19	_____
Miss France	2.19	_____
Miss Sweden	2.19	_____
Miss Norway	2.19	_____
Miss Denmark	2.19	_____
Miss Switzerland	2.19	_____
Miss Austria	2.19	_____

STORYLAND SERIES

5½" Genuine Bisque Dolls. Boxed with heavy display acetate cover and attached easel. Ship. wt. per doz., 4½ lbs. Dollcraft Co.

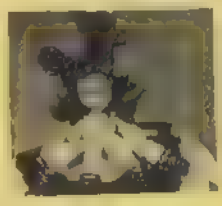
NO. AND NAME	PRICE EACH	QUANTITY ORDERED
201—Red Riding Hood	$1.69	_____
202—Little Miss Muffett	1.69	_____
203—Little Bo-Peep	1.69	_____
204—Mistress Mary	.69	_____
205—Alice In Wonderland	1.69	_____
206—Little Polly Flinders	1.69	_____
207—Rapunzel	1.69	_____
208—Gretel	1.69	_____
209—Curly Locks	1.69	_____
210—Goldilocks	1.69	_____
211—Little Nancy Etticoat	1.69	_____
212—Bessie Brooks	1.69	_____

DOLLS WITH A BIRTHSTONE SERIES

7" Genuine Bisque Dolls. Boxed with heavy display acetate cover and attached easel. Ship. wt. per doz. 6 lbs. Dollcraft Co.

NO.	MONTH AND BIRTHSTONE	PRICE EACH	QUANTITY ORDERED
301	January, Garnet	$2.69	_____
302	February, Amethyst	$2.69	_____
303	March, Aquamarine	$2.69	_____
304	April, Diamond	$2.69	_____
305	May, Emerald	$2.69	_____
306	June, Pearl	$2.69	_____
307	July, Ruby	$2.69	_____
308	August, Peridot	$2.69	_____
309	September, Sapphire	$2.69	_____
310	October, Tourmaline	$2.69	_____
311	November, Topaz	$2.69	_____
312	December, Turquoise	$2.69	_____

ROMANCE OF HISTORY SERIES



Famous women of American History. 5½" Genuine Bisque dolls. Boxed with heavy display acetate cover and attached easel. Ship. wt. per doz., 6½ lbs. Dollcraft Co.

NO. AND NAME	PRICE EACH	QUANT. ORDERED
151-Abigail Adams	$1.98	_____
152-Dolly Madison	1.98	_____
153-Virginia, Virginian Miss	1.98	_____
154-Caroline, Carolinian Miss	1.98	_____
155-Martha Washington	1.98	_____
156-Betsy Ross	1.98	_____
157-Ramona, Old Mission Days	1.98	_____
158-Pollyana	1.98	_____
159-Mary Lou, Covered Wagon Days	1.98	_____
160-Empress Eugenia	1.98	_____
161-Melanie, Southern Miss	1.98	_____
162-Eulalie, Turn of Century	1.98	_____

GLAMOUR SERIES

7" Genuine Bisque dolls. Boxed with heavy display acetate cover and attached easel. Ship. wt. per doz., 6 lbs. Dollcraft Co.

NO. AND NAME	PRICE	QUANT. ORDERED
126-Barbara, Junior Miss	$2.19	_____
128-Nana, Debutante	2.19	_____
127-Carole, Cotillion Queen	2.19	_____
128-Patricia, Junior Prom	2.19	_____
129-Marlene, Miss Glamour	2.19	_____
130-Linda, Sweetheart of Sigma Chi	2.19	_____

CUDDLY SMOKEY BEAR

B & R

Soft stuffed Smokey bear with vinyl face, plush body, head, arms and legs. Wears official Smokey hat, Smokey badge and buckle. Comes with shovel. 19", 1 to box. 1 doz. to ctn., 12 lbs. Ideal Toy Corp.

NO. 7641—19"..... EACH $ 4.98

QUANTITY ORDERED _____

ACETATE BOX ASSORTMENT

An assortment of 6 plush toys packed in decorative acetate containers 7" high. Each has a plastic carrying handle. Packed 1 doz. assorted to ctn. as follows

2 ea	2020/AB	Cuddle Panda	- Black & White
2 ea	2021/AB	Cuddle Bear	- Brown & Tan
2 ea	822 /AB	Stan. Lamb	- White
2 ea	803 /AB	Stand. Terrier	- White w/black
2 ea	801 /AB	Stand. Cat	- Yellow
2 ea	2028/AB	Cuddle Doll	- Blue & Pink

Containers are decorated with story of "Goldilocks and the Three Bears" Gund Mfg. Co

NO. 3000AB ASSORTMENT. . . . . EACH $ 2.10

QUANTITY ORDERED _____

CUDDLE ASSORTMENT

(NOT ILLUSTRATED)

An assortment of 4 plush cuddle animals. Each has clamped-in moving eyes with the exception of the monkey which has a pressed mask face. 12" high Gund Mfg. Co. Packed 1 doz. to ctn. as follow

3 ea.	4920/A	Cuddle Panda	- vinyl nose
3 ea.	4939/A	Cuddle Bear	- vinyl nose
3 ea.	4923/A	Cuddle Elephant	
3 ea.	4926/A	Cuddle Monkey	

NO. 3000/A ASSORTMENT.....EACH $ 2.19

QUANTITY ORDERED _____

SOFT DOLLS

PLUSH STANDING ASSORTMENT

A group of 4 plush standing animals packed 1 doz. to ctn. All have clamped-in moving eyes, embroidered nose and mouth, ribbon around neck. Assortment consists of 3 each of the following items:

	Gund Mfg. Co.	
[illegible]	Standing Horse	Height: 9"
[illegible]	Standing Puke	Height: 8"
[illegible]	Standing Cat	Height: 7¾"
[illegible]	Standing Scotty	Height: 7¾"

NO. 4000B ASST. (Each Item $2.10). Per Asst-$24.85
QUANTITY ORDERED _____

CUDDLE PANDA

[illegible]ack and white plush panda with clamped-in moving eyes, vinyl nose, ribbon around neck. 19" Individually boxed. Gund Mfg. Co.
NO. 8920/20..... EACH $ 5.19
QUANTITY ORDERED _____

CUDDLE BEAR

An all brown plush bear with clamped-in moving eyes, vinyl nose, ribbon around neck. 19" high. Individually boxed. Gund Mfg. Co.
NO. 8921/20B ..... EACH $ 5.19
QUANTITY ORDERED _____

PLUSH CUDDLE BEAR

An all brown plush cuddle bear with clamped-in moving eyes, vinyl nose, ribbon around neck. 14½" high. Individually boxed. Gund Mfg. Co.
NO. 8921/12B..... EACH $ 3.19
QUANTITY ORDERED _____

GROWLER BOOPSY BEAR

A softly stuffed brown plush bear. Has delightful vinyl face, hands and feet. Has growler voice, ribbon around neck. 21" high. Individually boxed. Gund Mfg Co
NO. 8039/20..... EACH $ 8.29
QUANTITY ORDERED _____

GROWLER BOOPSY BEAR

A softly stuffed brown plush bear. Has delightful vinyl face, hands and feet. Has growler voice, ribbon around neck. 15" high. Individually boxed. Gund Mfg. Co.
NO. 8039/20..... EACH $
QUANTITY ORDERED _____

PLUSH CUDDLE DOLL

A soft cuddle bonnet doll made of lustrous plush. Has delightful plastic face and yellow cotton curls. Ribbon around neck. 15" high. Color: yellow with pink. Individually boxed. Gund Mfg.
NO. 8928/12..... EACH $ 3.19
QUANTITY ORDERED _____

SITTING SCOTTY

A black plush scotty dog in sitting position. Has red corduroy body, shaggy plush head, feet, tail, button eyes, ribbon around neck. Has genuine Swiss music box in body. 10½" high. Individually boxed. Gund Mfg. Co.
NO. M3935..... EACH $ 8.69
QUANTITY ORDERED _____

SLUMBER DOLL - MUSICAL

A pink plush slumber doll in a reclining position. Has plastic sleeping face, yellow curls, ribbon around neck. Contains genuine Swiss music box in its body. 12½" long. Indiv. boxed. Gund Mfg. Co.
NO. M8128..... EACH $ 6.69
QUANTITY ORDERED _____

REGAL BEAGLE

Lovable Regal Beagle is made of beige plush with brown markings. Has life-like vinyl face, moving eyes, droopy ears, barker voice in ear, ribbon around neck. 16" long. Individually boxed. Gund Mfg. Co.
NO. 7103/20..... EACH $ 5.19
QUANTITY ORDERED _____

SLUMBER ZIPPER DOG & 3 PUPS

Slumber dog with zipper pouch in back containing 3 miniature pups. Dog Color: Beige w/Brown. 21" long. Pups Brown, Black, White. 4½" long. Has barker voice in ear. Indiv. boxed. Gund Mfg. Co
NO. 8108/20..... EACH $ 8.29
QUANTITY ORDERED _____

CLIMBING MONKEY

An impish plush monkey with arms, legs and tail wired. Has pressed mask face, felt ears, hands and feet, jingle bells on chest. Wears cute pill box hat, Peter Pan Collar, ribbon around neck. Color Brown, Mint Green. 16½" high-Individually boxed. Gund Mfg. Co.
NO. 8426/12..... EACH $ 3.19
QUANTITY ORDERED _____

T-3063

T-3064

T-3065

T-3066

T-3067

T-3068

T-3069

SNOOZIE BABY DOLL – Lifelike baby doll, length 21", wrapped in flannel blanket with ribbon bow. Features vinyl head, arms and legs, cotton stuffed body. Dressed in diaper and nightie. Crying voice.
T-3063. . . EACH $8.00 . . . SUGGESTED RETAIL $8.98

DREAM BABY – Height [illegible] hair which can be [illegible]. Soft vinyl head, [illegible]. Crying voice. Dressed in attractive [illegible] shoes and socks, rubber panties [illegible].
T-3064. . . EACH $9.34. . . SUGGESTED RETAIL $6.98

BABY BEAUTY DOLL – Height 21". Latex rubber limbs, body with crying voice stuffed with cotton. Beautiful saran wig complete with card of curlers. Dress and bonnet of organdy trimmed with ribbon and net. Petticoat, rubber pants, shoes and socks complete the outfit.
T-3065. . . EACH $12.66. . . SUGGESTED RETAIL $8.98

DREAM BABY – Same as T-3064. These dolls feature the new rooted saran hair which defies pulling out. A new process firmly embedds the curls into the scalp. Height 22".
T-3066. . . EACH $14.68. . . SUGGESTED RETAIL $10.98

DREAM BABY – Same as T-3066. Height 25".
T-3067. . . EACH $16.00. . . SUGGESTED RETAIL $11.98

SUSIE WALKER DOLL – Height 15". All plastic walking doll steps along as you hold her by the hand. Waved saran hair. Moving eyes. Charmingly dressed with matching dress and bonnet. Socks and shoes
T-3068. . . EACH $6.68. . . SUGGESTED RETAIL $5.98

SAUCY WALKER DOLL – Height 22½". An all plastic walking doll that stands, sleeps, sits, turns her head and cries. Features saran hair that can be combed, brushed, curled or waved complete with curlers. Prettily dressed and complete with panties, petticoat, socks and vinyl shoes that will prevent slipping when she walks.
T-3069. . . EACH $20.00. . . SUGGESTED RETAIL $14.98

T-3070

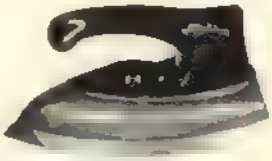
T-3071

T-3074

T-3075

T-3073

T-3078


T-3076

T-3079

T-3080

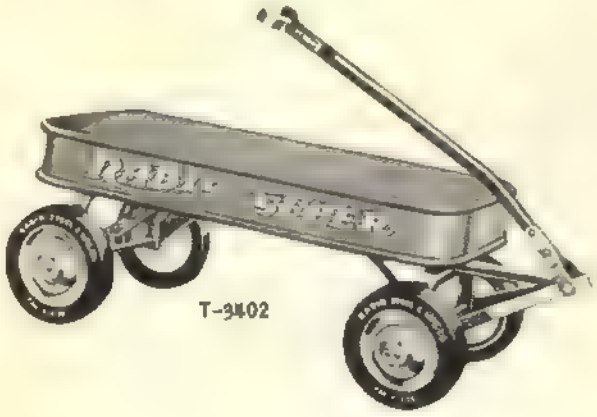
T-3077

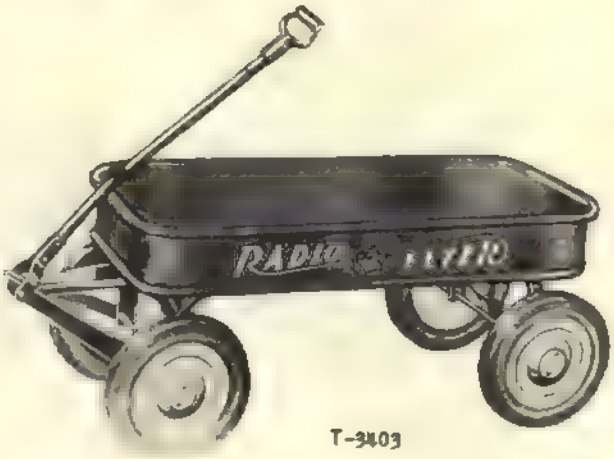
DOLL HOUSE – All metal, brightly lithographed seven room doll house. It is complete in every detail including plastic furniture, scaled, for d[illegible] living, bath and bedrooms, kitchen, laundry, nursery. Has patio, garage and swimming pool.
T-3070. . . EACH $9.50. . . SUGGESTED RETAIL $6.95

PLASTIC BROOM – Assorted coloured plastic bristles and head. Length of handle 25".
T-3071. . . EACH $ .74. . . SUGGESTED RETAIL $ .85

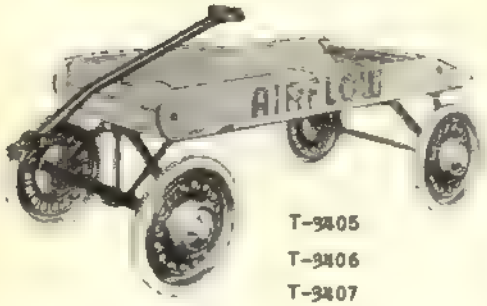
CARPET SWEEPER – Streamlined sturdily built sweeper with 24" handle. Doors open like a real sweeper. Brightly coloured.
T-3073. . . EACH $1.94. . . SUGGESTED RETAIL $1.00

CARPET SWEEPER – Desig[illegible] Bissel[illegible] sweeper. Attra[illegible] red in bri[illegible] [illegible] [illegible] [

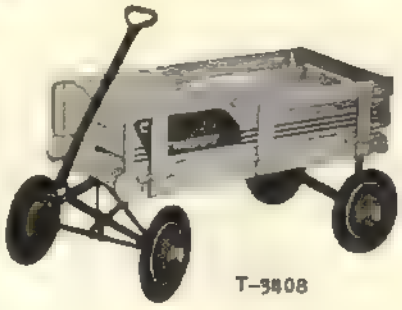

T-3402


T-3403

T-3404



T-3405
T-3406
T-3407


T-3408
T-3409

RADIO SUPER WAGON – Body size 28" x 13" x 38". Bright red enamel finish with grey trim. 7" double disc wheels with super balloon moulded rubber tires.
T-3402. . . EACH $11.90. . . SUGGESTED RETAIL $8.15

RADIO FLYER WAGON – All steel construction, body size 34" x 15½" x 4½". Bright red finish. 10" double disc wheels, super balloon rubber tires. "Congo" life-time bearings.
T-3403. . . EACH $18.74. . . SUGGESTED RETAIL $13.50

CHOO-CHOO FLYER WAGON – Popular small size wagon with 24" hardwood frame and plywood base. Waterproof varnished finish. 6" disc wheels with rubber tires, roller bearing. Grey and red trim.
T-3404. . . EACH $10.12. . . SUGGESTED RETAIL $6.95

AIRFLOW WAGON – Selected hardwood box, 29" long, plywood base, all waterproof varnished. Sturdy steel underframe in baked red enamel. 7" Airstream wheels with Roll-a-matic bearings and treaded rubber tires.
T-3405. . . EACH $14.48. . . SUGGESTED RETAIL $9.95

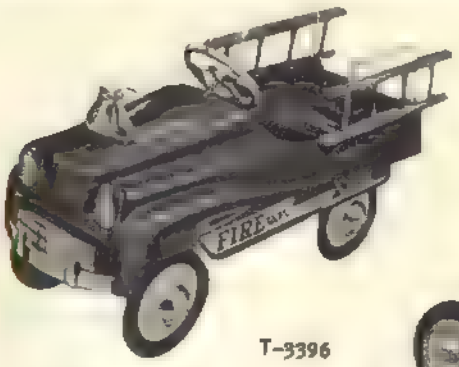
AIRFLOW WAGON – Similar to T-3405 but has larger box, 32" length and 8" roller bearing wheels.
T-3406. . . EACH $15.94. . . SUGGESTED RETAIL $10.95

AIRFLOW WAGON – Same as T-3406, larger box still, 35" length. 9" roller bearing wheels.
T-3407. . . EACH $17.38. . . SUGGESTED RETAIL $11.95

STAKE TRANSPORT WAGON – Heavy duty, strongly built to last. Hard maple sides, waterproof plywood base. Channel steel underframe. Side and rear racks are removable. Finished with red trim and plated hub caps. Length of box, 32".
T-3408. . . EACH $20.30. . . SUGGESTED RETAIL $13.95

STAKE TRANSPORT WAGON – Same as T-3408 but has larger box. Length 35". 9" Airstream wheels, roller bearing.
T-3409. . . EACH $23.24. . . SUGGESTED RETAIL $15.95

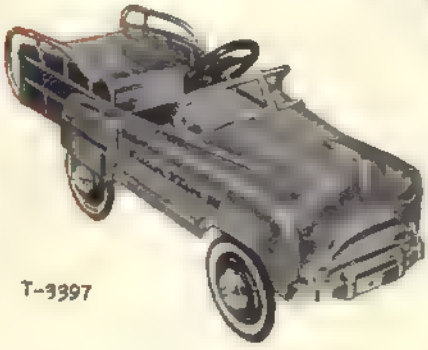
T-9395



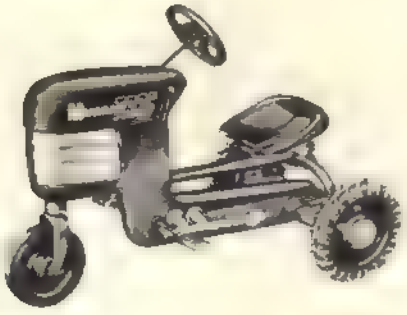
T-9396

T-9400

T-9398



T-9397



T-9399

T-9401

FIRE CHIEF AUTO – Length 36". All steel body in white enamel with red trim and silver grill. 8" [illegible] wheels and tires. Ball bearing drive gear. Complete with plated bell and Fire Chief lettering.
T-9395. . . EACH $30.00. . . SUGGESTED RETAIL $22.25

FIRE TRUCK – Overall length 43". Bright red enamel finish with white trim and silver grill. Ball bearing 8" disc wheels and drive gear. All steel body and hand rails. Wooden ladders. Bell included.
T-9396. . . EACH $38.20. . . SUGGESTED RETAIL $28.50

STATION WAGON – A real deluxe model in gleaming gold enamel with white and maroon trim. Length overall 47", width 17". Full ball bearing construction, 8" disc wheels, drive gear. Tubular steel handrails. New improved steering mechanism.
T-9397. . . EACH $49.20. . . SUGGESTED RETAIL $31.95

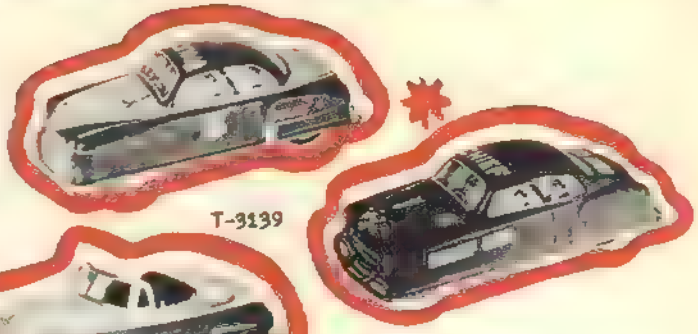
DUMP TRUCK – Sturdy all heavy gauge steel body, length overall 47", width 17". Body and box in yellow baked enamel with black and white trim. Ballbearing drive gear and wheels. Dump box operated from seat. Silver ornament and grill.
T-9398. . . EACH $49.20. . . SUGGESTED RETAIL $31.95

FARM TRACTOR – Dimensions, length 38½", height 27½". Bright red baked enamel finish with white trim. Tubular steel frame, ball bearing drive gear, 8" front and 10" rear wheels with realistic treads. Steel spring type saddle.
T-9399. . . EACH $38.50. . . SUGGESTED RETAIL $28.75

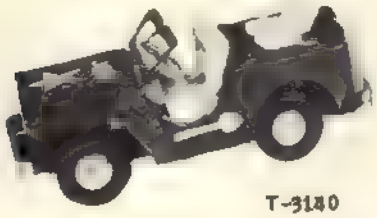
RADIO SCOOTER – Heavy gauge stamped steel frame with parking stand. Red baked enamel finish. Length 33". 7" disc wheels with super balloon tires, "Congo" lifetime bearings.
T-9400. . . EACH $6.74. . . SUGGESTED RETAIL $4.95

DELUXE RADIO SCOOTER – Length 38". 10" double disc wheels with lifetime bearings, moulded rubber tires. All steel frame, tubular handle with rubber handlegrips. Red enamel with grey trim.
T-9401. . . EACH $9.70. . . SUGGESTED RETAIL $6.95

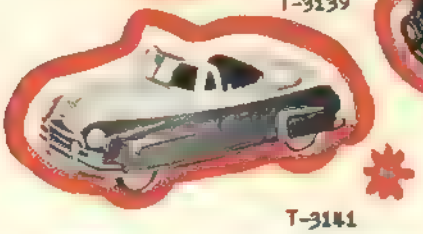
T-3138



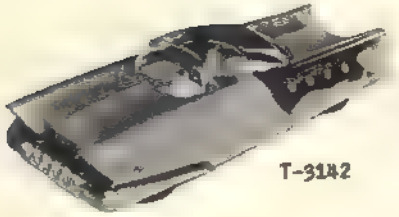
T-3139



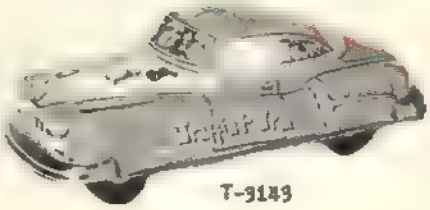
T-3140



T-3141

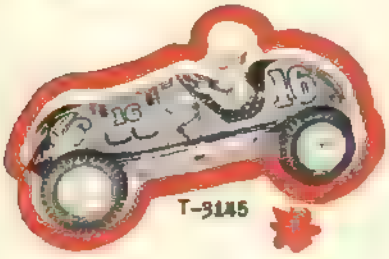


T-3142

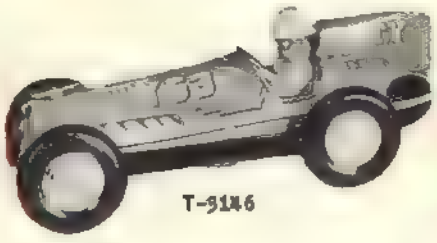


T-3143

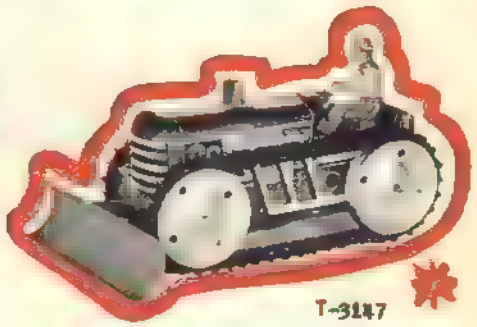
T-3144



T-3145



T-3146



T-3147

ASSORTED FRICTION TOYS – All metal brightly lithographed friction motors. Assortment consists of 3½" racer, convertible, and sparking jet aeroplane.
T-3138. . . EACH $ .34. . . SUGGESTED RETAIL $ .25

ASSORTED FRICTION TOYS – Assortment consists of firechief car, police chief car, ambulance. Each driven by strong friction type motors. Complete with siren, length approximately 4".
T-3139. . . EACH $ .92. . . SUGGESTED RETAIL $ .69

FRICTION JEEP – Length overall 7⅛". Replica of famous war time jeep. In enamel finish with silver trim. Rubber tired. Strong friction motor with siren.
T-3140. . . EACH $1.48. . . SUGGESTED RETAIL $1.10

FRICTION CONVERTIBLE – All metal brightly lithographed with strong friction motor. Length overall 3½". Complete with [illegible] siren.
T-3141. . . EACH $1.86. . . SUGGESTED RETAIL $1.39

FRICTION DREAM CAR – Something extremely new. Futuramic design. Heavy plastic body in assorted colours with gold or silver trimmings. Extra strong friction motor will drive this car a long distance. This car is sturdily built to withstand a lot of rough usage.
T-3142. . . EACH $4.04. . . SUGGESTED RETAIL $2.98

FRICTION PATROL CAR – All metal, brightly lithographed patrol car with extra strong friction motor and siren. Length 11". Rubber tired wheels.
T-3143. . . EACH $3.86. . . SUGGESTED RETAIL $2.89

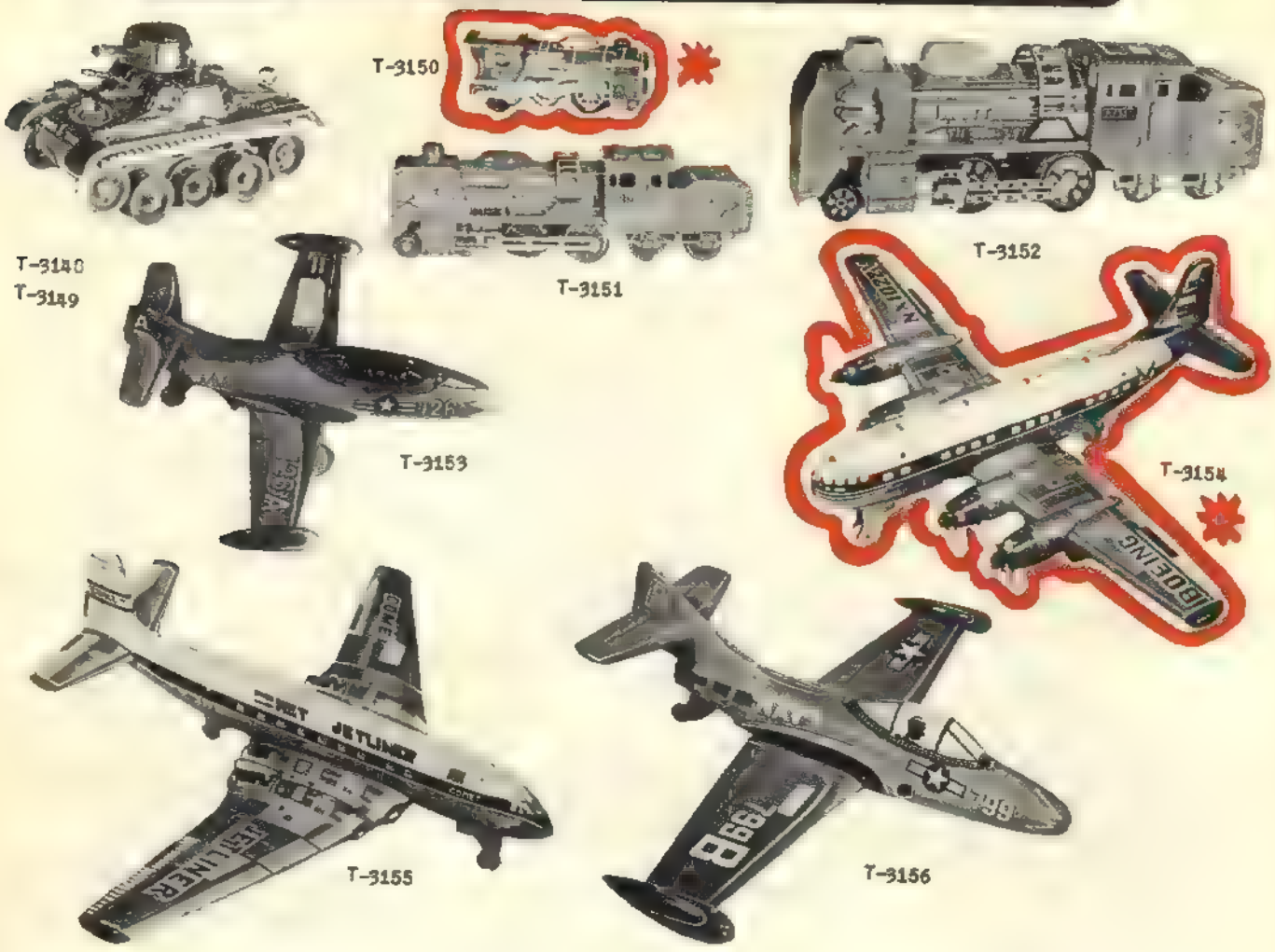
EXPRESS BUS – Length 14", all steel, brightly lithographed. Smartly designed. Pressure on top of rear sends bus on a long run.
T-3144. . . EACH $1.94. . . SUGGESTED RETAIL $1.45

FRICTION RACER – Friction motor drives this racer along at a fast clip. Real stically lithographed in full colour. Length overall 8½". Rubber tired wheels.
T-3145. . . EACH $1.58. . . SUGGESTED RETAIL $1.10

GIANT FRICTION RACER – A real snappy and speedy racing car. Brightly coloured and complete in every detail. Rubber tired. Extra strong friction motor drives this car along at a clip. Complete with siren.
T-3146. . . EACH $3.34. . . SUGGESTED RETAIL $2.49

CLIMBING TRACTOR – [illegible] tracto[illegible] Caterpill[illegible] extremely [illegible] or climb ver[illegible] Length overall including the plow, 10".
T-3147. . . EACH $3.98. . . SUGGESTED RETAIL $2.98

WOOD ALEXANDER LIMITED



STEERING TANK – Length overall 5¾". Sturdy spring motor really drives this tank over any obstacle. Rubber caterpillar type treads. Sparking action. Grey lithographed finish.
T-3148. . . EACH $2.40. . . SUGGESTED RETAIL $1.79

STEERING TANK – Here is a model complete in every detail. Extremely well built and similar in appearance to a real tank even down to double machine guns, swiveling gun touret, shovels and caterpillar type rubber tread mounted on five bogey wheels. Extremely strong spring driven motor. This tank can be steered either to right or left by means of a lever which locks tread. Sparking action.
T-3149. . . EACH $5.40. . . SUGGESTED RETAIL $3.98

FRICTION LOCOMOTIVE – Length 6". Lithographed [illegible]. Engine puffs and chugs as it is propelled across the [illegible].
T-3150. . . EACH $1.06. . . SUGGESTED RETAIL $ .79

FRICTION LOCOMOTIVE – Length 11½" overall, height 3½". Brightly detailed and lithographed. Strong friction motor drives locomotive meanwhile operating pistons and emitting a chugging and whistling noise.
T-3151. . . EACH $2.34. . . SUGGESTED RETAIL $1.75

FRICTION LOCOMOTIVE – Length overall 16½", height 6¾", width 4½". Attractively coloured and designed. Extra strong friction motor drives the train operating the pistons and sounding a whistle and chugging.
T-3152. . . EACH $5.26. . . SUGGESTED RETAIL $3.95

FRICTION JET FIGHTER – All metal streamlined design. Strong friction motor drives plane emitting roaring sound and shooting sparks.
T-3153. . . EACH $1.06. . . SUGGESTED RETAIL $ .79

SUPERFORT BOMBER – A large all metal aircraft with four engines and propellors that spin as the plane is propelled. The plane is well designed and very strongly built. Fully coloured and detailed.
T-3154. . . EACH $3.00. . . SUGGESTED RETAIL $2.25

FRICTION COMET JET LINER – This toy is patterned after the famous British aircraft. Perfect in detail and full colour. Strong friction motor propels this plane while each of the 4 jet motors shoot sparks. All metal construction and very sturdily built.
T-3155. . . EACH $5.06. . . SUGGESTED RETAIL $3.79

FRICTION NAVY JET FIGHTER – Detailed pattern of the latest style navy jet fighter plane. Beautifully detailed and coloured. Strong friction drive motor. Red plastic insert in tail of motor shows realistic jet flame when motor is on. All metal construction. Very sturdy.
T-3156. . . EACH $5.40. . . SUGGESTED RETAIL $3.95

NOW–your choice of America's most famous helicopters

The ONLY Authentic Scale Model Helicopters Available Anywhere

THE PIASECKI

Available in Army olive drab, Navy blue, Marine blue, Air Rescue Service gray, Piasecki Workhouse silver with official insignia

SIKORSKY

Available in Army olive drab, Navy blue, Marine blue, Air Rescue Service gray and Coast Guard yellow with official insignia.

Hiller Hornet

Available in Army olive drab, Navy blue and Civilian red with official insignia.

ONLY $2.49

These incredibly detailed helicopter models are precision molded in polystyrene plastic. They are replicas of their prototypes, detail for detail. In fact, actual photographs of these models look so much like the real thing, they could almost fool an aircraft spotter. Each kit includes a handsome display stand, instruction sheet, and a folder relating the fascinating history of the helicopter. Order now.

DEALER'S NAME HERE

This colorful flyer printed one side for counter literature or mailing as envelope stuffer is available FREE to dealers on request. Write your jobber

Manufactured by

HELICOPTER FOR AVIATION, INC.

Hempstead, New York

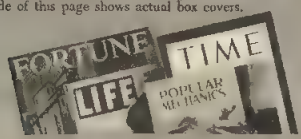
2 NEW MODELS ADDED TO HELICOPTER LINE

Helicopters for Industry bows to demand, fills the line started by the amazingly popular Hiller Hornet replicas

SELLING AIDS THAT ADD UP TO PROFITS!

This is ADVERTISING! Our schedule of advertising in the nation's leading model publications will be seen by over 300,000 consumers each month it appears. There's real sales power behind these helicopters.

This is MERCHANDISING! First in the field with 4-color setup boxes for window, counter and shelf display. Dramatic illustrations of helicopters in action. Other side of this page shows actual box covers.



This is PUBLICITY! Month after month, feature stories in leading magazines and newspapers build interest in helicopters. Alert dealers will turn this interest into real profits by mailing the coupon today.

Just a year ago, at last year's MIA show in fact, we introduced the Hiller Hornet helicopter model to America's hobbyists. What a year! Sales soared beyond our most optimistic expectations—we found we had one of the hottest models in the business. Today, to celebrate our one-year anniversary, we are presenting two more model helicopters, the *Piasecki* and the *Sikorsky*. And today we know what we could only hope for last year. Model helicopters will *sell*, sell fast, sell profitably for *you!*

MAIL THIS COUPON NOW

Helicopters for Industry, Inc., (Dept. M) 111 Cathedral Ave., Hempstead, N. Y.

This looks too good to miss. Please contact me immediately.
I am a dealer ☐, a jobber ☐.

Name _____

Address _____

City _____ Zone _____ State _____

HELICOPTERS FOR INDUSTRY INC.
111 Cathedral Avenue • Hempstead, New York

Carnell's Holster sets are made exclusively of bark tan genuine leather, with the original and always popular **Hip Slung** feature. See our new and exciting line of top quality holster and pistol sets now on display only in **ROOM 324 — 200 5th AVENUE.**

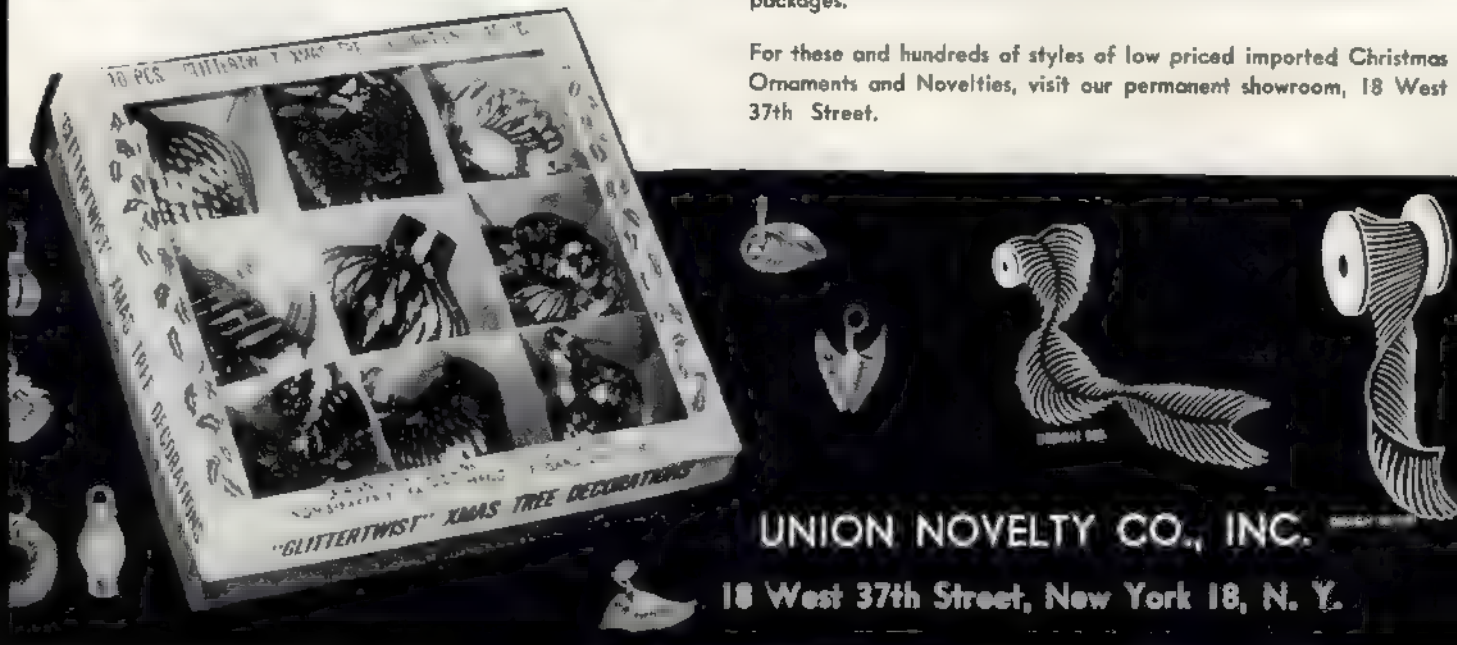
Carnell Mfg. Co., Inc.—200 5th Ave., N.Y.C.

BEADS, SEQUINS, PEARLS, RHINESTONES, PACKAGED FOR RETAIL SALES.

Glittertwist Christmas Decorations

Made from flexible non-inflammable plastic, in ten sparkling Christmas colors. Attractively boxed, as well as in bulk. Boxes retailing from 59c to $1.00. Various styles of Glittertwist fringes for all types of decorations. Fire-proof garlands in expanding roll packages.

For these and hundreds of styles of low priced imported Christmas Ornaments and Novelties, visit our permanent showroom, 18 West 37th Street.



UNION NOVELTY CO., INC.

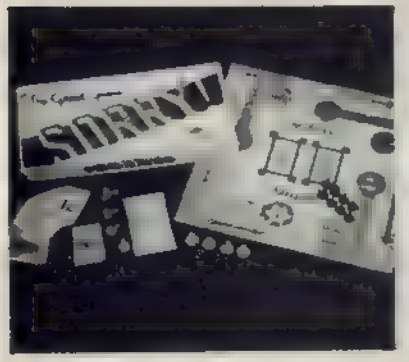
18 West 37th Street, New York 18, N. Y.

ADVERTISED IN LIFE

AMERICAN GIRLS AND BOYS

stores...or write manufacturer for name of nearest dealer.

AMERICAN TOYS

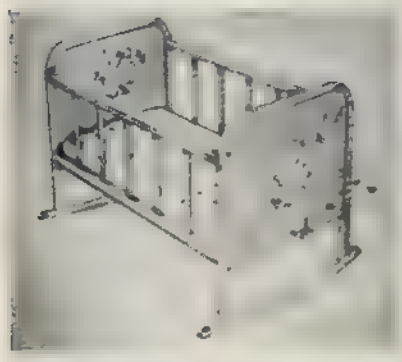


SORRY

PARKER BROTHERS INC.
Salem, Mass.

Nationally Famous
SMOKEY BEAR

IDEAL TOY CORPORATION
New York 10, N. Y.

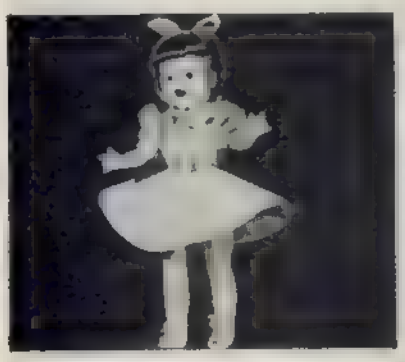


Amsco
DOLL-E-CRADLE
With a Real Music Box!

AMERICAN METAL
SPECIALTIES CORP.
Malboro, Pa.

STALLION
DOUBLE HOLSTER SET

HALPERN COMPANY
810 Penn Avenue
Pittsburgh 22, Pennsylvania

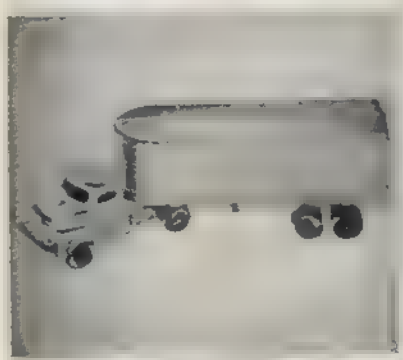


"Needa" Toddles
WALKING DOLL with PERMA-ROOT HAIR!

UNEEDA DOLL COMPANY, INC.
200 Fifth Avenue, N. Y. 10, N. Y.

Transogram's Four-Way
TAK-A-PEG DESK-ETTE*

TRANSOGRAM COMPANY, INC.
200 Fifth Ave., New York 10, N. Y.



Handsome Toy
MOTOR EXPRESS

Brilliant red and green with aluminum trimming and black rubber wheels. Ages 3 to 7. $4.98.

THE HUBLEY MANUFACTURING CO.
Lancaster, Pa.

Work 'N Play
MUSICAL SWEEPER*

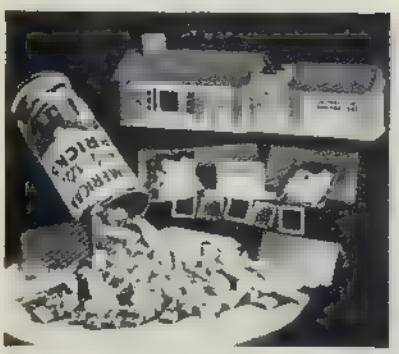
FISHER-PRICE TOYS, INC.
East Aurora, Erie County, N. Y.

ADVERTISED IN LIFE

AMERICAN-MADE TOYS FOR

AMERICAN TOYS

These American-made toys are now on sale at your local retail



Interlocking
AMERICAN PLASTIC BRICKS

[illegible]

NALSAM PRODUCTS CO
4114 Ravenswood Ave
Chicago 13, Ill

DOUBLE BELL PLAY TELEPHONE

[illegible]

THE N. N. HALL BRASS CO
East Hampton Conn

Two for one
PUNCHING TOY

[illegible]

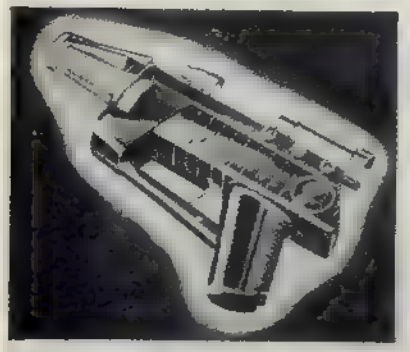
U. S. FIBER AND PLASTICS CORP.
200 Fifth Ave., New York N. Y.

Waico PEARL
JEWELRY CRAFT

She'll make her own jewelry

[illegible]

WAICO BEAD COMPANY
37 West 37th Street
New York 18 N. Y.



ELECTRONIC SPACE GUN

[illegible]

tronic" color beam. Adjust turret for choice of colors. Includes battery and bulb. Ages 4 to 12 [illegible]

REMCO INDUSTRIES, INC.
313 No. 13th Street
Newark, N. J.

A Walking Beauty!
SAUCY WALKER DOLL

Saucy Walker walks with her [illegible]. She [illegible] sturdy [illegible] stands 22 [illegible] adora[illegible] 3 to 6, it's a wonderful toy — it's Ideal." $15.98

IDEAL TOY CORPORATION
200 Fifth Avenue
New York 10, N. Y.

PARK AND SHOP

Ages 6 to Adult

The nation's traffic game sensation. The object is to [illegible] players [illegible] complete your shopping quickly and be the first to return home. Lots of fun for 2 to 6 players. [illegible]

MILTON BRADLEY CO.
Springfield 2, Mass.

Junior Jet 890 Series
DELUXE TRICYCLE

An "out-of-this-world" jet-designed velocipede. Big puncture-proof tires. Junior Jet step plates. Tan rubber saddle with scuff rail, rocket streamer, knuckle guards, fender shield, truss rods, finished in rich maroon, white and silver trim. Three sizes for children two to six years. America's best values. JUNIOR VEHICLES at your dealers.

JUNIOR TOY CORPORATION
Hammond, Indiana

JOLLY DOLLS

NOW READY . . .

with a complete new line of dolls for 1953

JOLLY TOYS, Inc.

Factory: 71 5th Avenue, N. Y.

SHOWROOM: 200 FIFTH AVENUE, N.Y. ROOM 320

We Cordially Invite You

To Pay Us A Visit During The Toy Fair
To Inspect Our Numerous Toy Lines
including

COURTLAND FRICTION and MECHANICAL TOYS

SOLD EXCLUSIVELY BY US

•

In Addition We Have

- **DOLLS**
- **SOLDIERS**
- **PIANOS**
- **STUFFED TOYS**
- **TREE ORNAMENTS**
- **MUSICAL TOYS**
- **BUILDING and PICTURE BLOCKS**

And Numerous Lines Of Other Toys
Which Should Be Of Interest To You

Looking Forward To Your Visit

GEO. BORGFELDT CORPORATION

44-60 EAST 23rd STREET **NEW YORK 10, N. Y.**

Telephone: GRamercy 7-0400

WHITMAN

KRAZY IKES®

MAKE HUNDREDS OF INTERESTING TOYS

Now ready to prove... "good things come in THREES!"

Now . . . the magic of Krazy Ikes selling appeal will reach three times further! A proven best seller, Krazy Ikes are now available in three different price ranges, with approximate retails of $1.00, $2.00 and $2.50. Each box is packed with sturdy plastic "makings" for hundreds of toys. A full-color guide booklet makes it easy for children to assemble the various pieces into figures, animals, toys and others. Order now, and feature them all for best possible sales volume!

Feature them All!

1

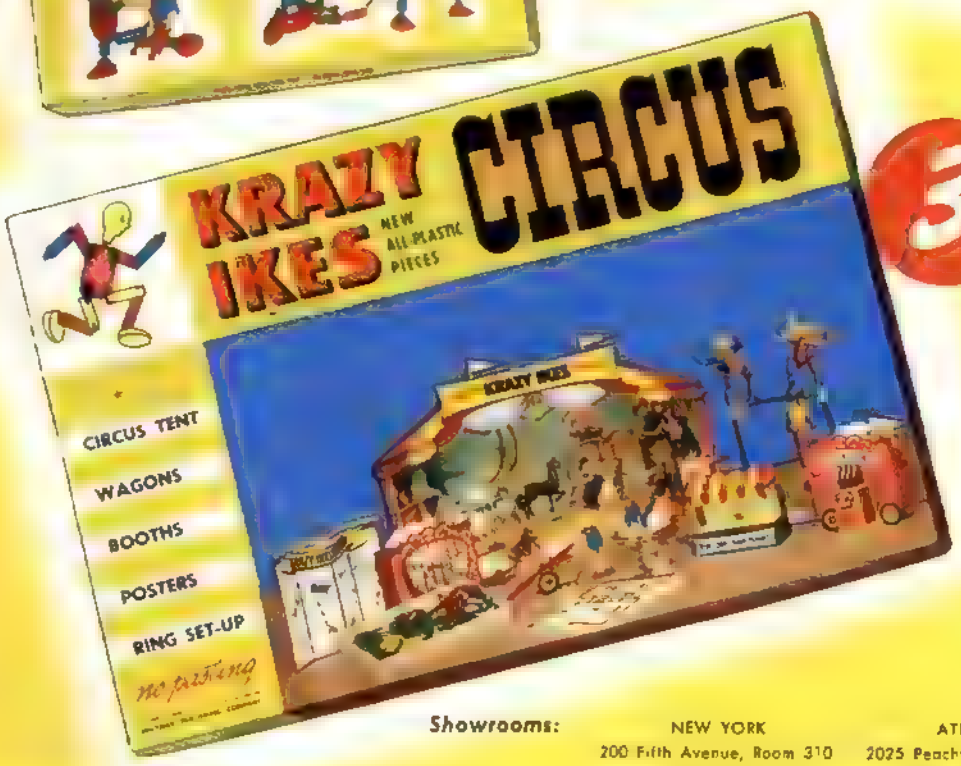
No 5631
KRAZY IKES
5½ lbs per dozen

2

No 5691
KRAZY IKES
10½ lbs. per dozen

3

No 5650
KRAZY IKES CIRCUS
21 lbs per dozen



WRITE FOR ORDER LIST!

The sales success you'll enjoy with Krazy Ikes can be repeated with other Whitman items. Send for our complete order list today.

Showrooms:

NEW YORK	ATLANTA	LOS ANGELES
200 Fifth Avenue, Room 310	2025 Peachtree Rd., N. E	9916 Santa Monica Blvd
New York 10, New York	Atlanta, Georgia	Beverly Hills, California

WHITMAN PUBLISHING COMPANY • RACINE, WISCONSIN

Division of Western Printing & Lithographing Company, One of the World's Largest Color Lithographers

AUTOMOBILES — RACERS — HOBBY CARS

PLYMOUTH SUBURBAN

Has new high-speed spin-torque motor—Precision die cast gears drive balanced steel flywheel, no winding, no spring to break. Rear seat folds down for huge cargo space. Rear door opens wide. Realistic headlights, chrome-plated bumpers and grille. Rubber tires. Size, 9½" x 3½" x 3¼". Assorted colors. Product Miniature Co., Inc.

NO. 1253.....EACH $ 2.49
QUANTITY ORDERED _____

PLYMOUTH SEDAN 4-DOOR

1953 model with new high-speed spin-torque motor—precision die cast gears drive balanced steel flywheel, no winding, no spring to break. Silver bumpers, grille and headlights. Made from approved factory blueprints. 1/30th scale and new official Plymouth colors. Product [illegible], Inc.

NO. 1853.....EACH $ 1.25
QUANTITY ORDERED _____

NASH GOLDEN AIRFLYTE

4-door sedan. Durable, cellulose acetate plastic body. Realistic features. Vinylite tires. Available in 8 standard Nash colors: light harvard maroon, cruiser dark gray, sea mist gray light, willow light green, champayne ivory, tuxedo dark blue, skyline light blue and trooper tan light. 6¾" long, 3-1/8" wide, 2-5/8" high. 12 to box. Product Miniature Co., Inc.

NO. 2853.....EACH $ 1.49
QUANTITY ORDERED _____

DREAM CAR

Low slung, impact resistant plastic body. Permanent, high gloss chrome trim. Bomber bubble transparent convertible top. Speed streak friction motor. 4 futuristic colors. 10½" l. x 2¾" h. x 5" w. 1 to box. Packed: Assorted colors, asd. 2 doz. ctn., 21 lbs. Mattel, Inc.

NO. 665.....EACH $ 2.00
QUANTITY ORDERED _____

VIZY VEE "8" RACER

Long running friction motor, visible working parts. Gear on front axle moves crankshaft, connecting rods and pistons. 9¼" long, 3½" wide, 3¾" high. 1 to box. 12 to carton, assorted colors, wt. 11½ lbs. Nosco Plastics.

NO. 8465.....EACH $ 2.69
QUANTITY ORDERED _____

"HOT-SEE-ROD"

10"x4"x4½". Authentic Hot Rod Racer; sturdy friction motor, transparent motor block shows movement of pistons, gears and crankshaft, can be assembled into 7 toys, multicolored. 4 to box. 1 doz. to ctn., 15 lbs. (Assorted colors) Nosco Plastics.

NO. 8490.....EACH $ 2.98
QUANTITY ORDERED _____

ROARING ROADSTER

8" long, 3-7/8" wide, 3-5/8" high. Friction motor, roll over hoop, removable open hood shows exhaust manifold, spark plugs, distributor, crank case and breather pipe, multicolored. 1 to box. 2 doz. to ctn., 15 lbs. Nosco Plastics.

NO. 8645.....EACH $ 0.98
QUANTITY ORDERED _____

"ACE" RACER

Mechanical; scale model of Indianapolis racer, 8" x 2½" x 4½", strong clock-spring motor with free wheeling, runs over 100 ft.; realistic driver, multicolored; rubber wheels. 1 to box. 4 box. to ctn., 15 lbs. (Asst. colors) Nosco Plastics.

NO. 8390.....EACH $ 0.98
QUANTITY ORDERED _____

"DOODLEBUG" MIDGET RACER

Mechanical; scale model of regulation midget racer; 10"x4½"x5½"; sturdy clock-type motor with free wheeling; runs over 100 ft.; multicolored, authentic rubber wheels. 1 to box. 1 doz. to ctn., 13½ lbs. (Assorted colors) Nosco Plastics.

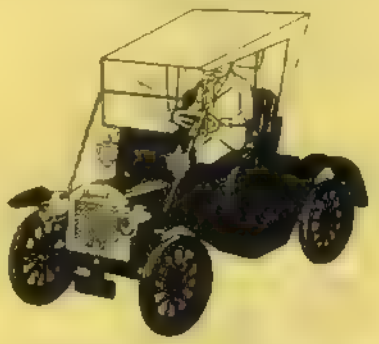
NO. 8381.....EACH $ 1.98
QUANTITY ORDERED _____

1917 FORD COUPE

¾" scale quick construction kit. Vintage vehicles that really run. Parts are constructed of molded styron plastic in shiny ford black with "brass" radiator and lamps. Axles and other mechanical parts of metal. An amusing driver of the period is included. Complete instruction sheet. 1 dz. to ctn., 8 lbs. approx. Revell Toys.

NO. H-51.....EACH $ 1.98
QUANTITY ORDERED _____

1913 MAXWELL



Next to the Model "T", Jack Benny's Maxwell is probably the best known car in the world. Body parts are of bright red high impact styrene with "brass" radiator grill, horn, headlamps and buggy lamps. Metal axles, metal windshield frame, wire straps for top frame. Finished model measures 7½" L. x 3¾" W. x 5¾" H.-in all respects a handsome little model. An amusing driver is included. 1 dz. to ctn. 8 lbs. approx. Revell Toys.

NO. H-24.....EACH $ 1.98
QUANTITY ORDERED _____

UTILITY TRUCKS — SERVICE TRUCKS

INTERNATIONAL HARVESTER STAKE MODEL TRUCK

Built of tough, resilient Styron. Stake panels are removable. All wheels, including duals, with pliable rubber tires; chrome-plated bumper, hub caps and headlights. Impregnated yellow color. 11½" long; 3⅞" high, 4" wide. Product Miniatures Co., Inc.

NO. 853.....EACH $ 2.49
QUANTITY ORDERED _____

WEST COAST TRANSPORT TRUCK

Rear opening doors. Polished metal fenders along both sides of body. Company decals on sides. 20" long; 6" wide, 9⅝" high. Wt. 7¾ lbs. 1 to box. 6 to carton. Smith-Miller Inc

NO. 705.....EACH $13.95
QUANTITY ORDERED _____

FURNITURE PICK-UP TRUCK

Delivers imaginary furniture (or real toys) with speed and safety. 13" long. Wt. 2 lbs. 8 oz. 1 to box. 12 to master ship. ctn. Smith-Miller.

NO. 801.....EACH $ 6.95
QUANTITY ORDERED _____

U. S. MAIL TRUCK

All-heavy gauge steel construction. Louvered doors in rear are hinged and lock with drop latch. Top removable. Tandem, toggle-action rear wheels with rubber tires, plated hub caps. 22½" long, 6⅝" wide; 9⅝" high. 1 to ship. ctn., 9¼ lbs Buddy L.

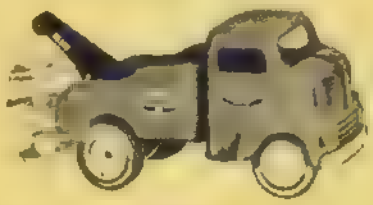
NO. 3772.....EACH $ 7.49
QUANTITY ORDERED _____

EMERGENCY TOW TRUCK

With crane, cable, and hook, this handy little truck is useful for a hundred emergency jobs around the room or play yards. 15" long. Wt. 2 lbs. 12 oz. 1 to box. 12 to master ship. ctn. Smith-Miller, Inc.

NO. 802.....EACH $ 7.95
QUANTITY ORDERED _____

WRECKER TRUCK



All heavy steel construction, heavy dual plated steel truck wheels and rims with 6 large rubber tires; plated hoisting crank with sturdy chain and hook; heavy plated steel front bumper. 12⅝" L.; 5⅛" H., 5⅝" W. 1 to box. 6 to ctn., 15 lbs. Sound Metalcraft, Inc.

NO. 250-9.....EACH $ 2.98
QUANTITY ORDERED _____

REPAIR-IT UNIT WITH 3 TOOLS AND AUTO JACK

All heavy gauge steel truck. 3 hard rubber tools, Hub Cap Wrench, Hammer and Screwdriver. All 7 wheels removable and interchangeable. Extra metal tool box. Wrecker boom with weighted hook removable to convert into hauling truck. 7 rubber tires. Plated Hub Cap. 26½" long, 6" wide, 8" high. 1 to ship. ctn., 8 lbs. Buddy L.

NO. 3667.....EACH $ 6.98
QUANTITY ORDERED _____

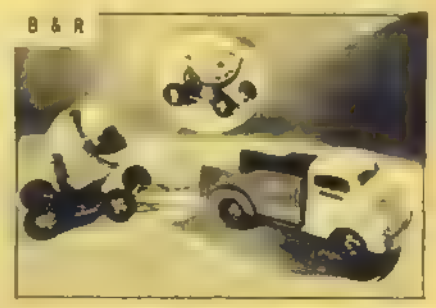
AUTO WRECKER SERVICE

Big, sturdy towing wrecker. Rugged, all-heavy gauge steel construction. Heavy duty rubber tires. Plated hub caps. 17" long; 4⅝" wide; 4½" high. 1 to box. 12 to ctn., 20½ lbs. Buddy L.

NO. 3317.....EACH $ 1.59
QUANTITY ORDERED _____

SEARCHLIGHT TRUCK

B & R



Spectacular new Smith-Miller reproduction of a "famous" truck used at public events, openings, outdoor shows, etc. Light platform detachable for "parking" in any position. Light turns on and off. (Batteries not included). 25" long. Wt. 6 lbs. 1 to box. 6 to master ship. ctn. Smith-Miller, Inc.

NO. 810.....EACH $17.95
QUANTITY ORDERED _____

TELEPHONE TRUCK

Metal. Olive green with aluminum trimming. Equipped with red trailer and telegraph pole, aluminum finished winch and red boom, 3 digging tools, rubber wheels. 10⅝" L. 1 to box. 1 do. to ctn., 22 lbs. Hubley Mfg. Co.

NO. 478.....EACH $ 1.89
QUANTITY ORDERED _____

BELL TELEPHONE TRUCK

B & R

12½" long. Olive green metal cab and body. Bright lettering and trim. Removable boom in rear. Crank handle raises or lowers rope and hook. Top of truck slides back to cover open half in rear. Ivory colored plastic ladder. 3 bright metal digging tools fit inside truck. Red metal 2-wheeled pole trailer hooks on rear of truck. 11" pole removable. Black rubber wheels, dual in rear. 1 to box. 6 to ctn. Hubley Mfg. Co.

NO. 504.....EACH $ 2.98
QUANTITY ORDERED _____

MULTIPLE'S *NEW* GUNS CLICK WITH A BANG FOR YOU!

Watch your sales boom with Multiple's New Line of BIG 13" GUNS at Little Prices.

No. 275A—Giant 13" PIRATE PISTOL ON CARD. Authentic copy of Pirate Pistol with click that resounds like a cap-pistol shot. Mounted on showing colored card with cutout pirate hat and eye-patch. Made of high impact plastic, has smooth trigger and hammer action, decorated barrel, bridge and easy grip. Asst colors. Packed 6 doz. Wt. 10 lbs. Size 6½" x 13".

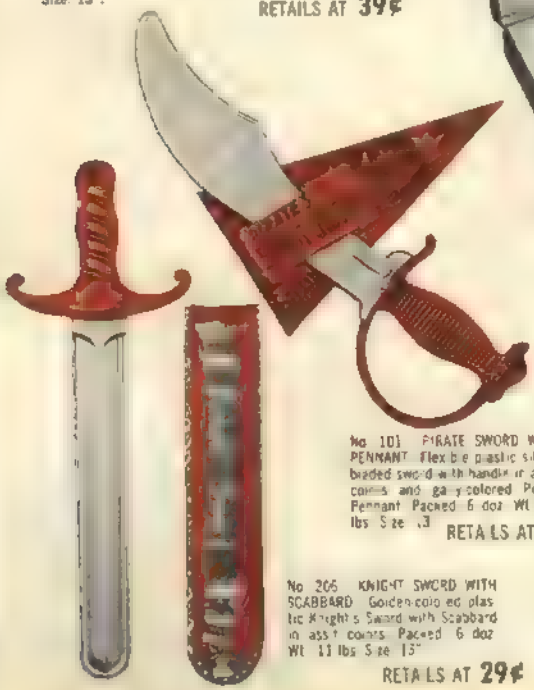
RETAILS AT **49¢**

No. 280—PIRATE PISTOL ALONE (WITHOUT CARD)—Same as No. 275A. Packed 6 doz. Wt. 10 lbs. Size 13".

RETAILS AT **39¢**

No. 290—DUELLING PISTOL SET IN CASE. Twin Pistols decorated with silver or gold on simulated wood-grain case with instruction manual giving all dueling rules. Instructive and enjoyable. Packed 1 doz. Wt. 13 lbs. Size 8" x 14" x 2".

RETAILS AT **$1.49**



No. 101—PIRATE SWORD WITH PENNANT. Flexible plastic silver braided sword with handle in asst'd colors and gaily colored Pirate Pennant. Packed 6 doz. Wt. 11 lbs. Size 13".

RETAILS AT **29¢**

No. 266—KNIGHT SWORD WITH SCABBARD. Golden-colored plastic Knight's Sword with Scabbard in asst'd colors. Packed 6 doz. Wt. 11 lbs. Size 13".

RETAILS AT **29¢**

COME TO SEE US
HOTEL NEW YORKER
ROOM 1028

MULTIPLE PRODUCTS CORP
303 FOURTH AVE. - NEW YORK 10, N. Y.

GROWN-UP GLAMOUR FOR THE LITTLE MISS

Dainty beads and exquisite stones artistically fashioned into miniature jewelry, to provide hours of safe, happy play.

No 510 LITTLE MISS FASHION Kit — Contains pendant with gold plated chain, ear rings, bracelet, brooch, barrette and ring. No sharp edges or dangerous pins. Beautifully packaged in a complete box with real mirror actually set into inside of lid. Packed 3 doz. Wt. 16 lbs. Size 8¾ x 5½ x 1½

RETAILS AT **$1.00**

No. 503 LITTLE MISS GLAMOUR KIT — Jewelry box with mirror set in lid. Top drawer contains jewelry set same as No. 510. Bottom drawer holds a miniature manicure set, consisting of 9 gold plated plastic pieces with blunt edges and tips. Size 8" x 5¾" x 3"

RETAILS AT **$1.98**

COME TO SEE US
HOTEL NEW YORKER
ROOM 1028

No 512 LITTLE GLAMOUR GAL SET — Dainty plastic bead pendant with gold plated chain, sweetheart bracelet, mounted on card

RETAILS AT **39¢**

No. 504 – LITTLE MISS AND DOLLY CHARM SET — Jewelry set attractively boxed in a 2 drawer vanity case with mirror inside of lid. Contains complete jewelry sets for Little Miss and her doll, same as in Little Miss Fashion Kit No. 510 in proportionate sizes. Size 8 x 5¾ x 3"

RETAILS AT **$2.49**

No 514 LITTLE GLAMOUR GAL SET — Charming match ing plastic sweetheart bracelet, barrette and ring, all mounted on card

RETAILS AT **39¢**

No 515 CORONATION SET — Fit for a Little Queen. Regal gold plated Crown brooch and earrings set with ruby like stones. Packaged in rigid plastic container with colored bottom, transparent lid. 3" diameter

RETAILS AT **59¢**

MULTIPLE PRODUCTS
CORP.
[illegible] FOURTH AVE., NEW YORK 10, N. Y.

MULTIPLE'S *NEW* GUNS CLICK WITH A BANG FOR YOU!

Watch your sales boom with Multiple's New Line of BIG 13" GUNS at Little Prices.

No. 275A—Giant 13" PIRATE PISTOL ON CARD. Authentic copy of Pirate Pistol with click that resounds like a cap-pistol shot. Mounted on showing colored card with cutout pirate hat and eye-patch. Made of high impact plastic, has smooth trigger and hammer action, decorated barrel, bridge and easy grip. Asst colors. Packed 6 doz. Wt. 10 lbs. Size 6½" x 13".

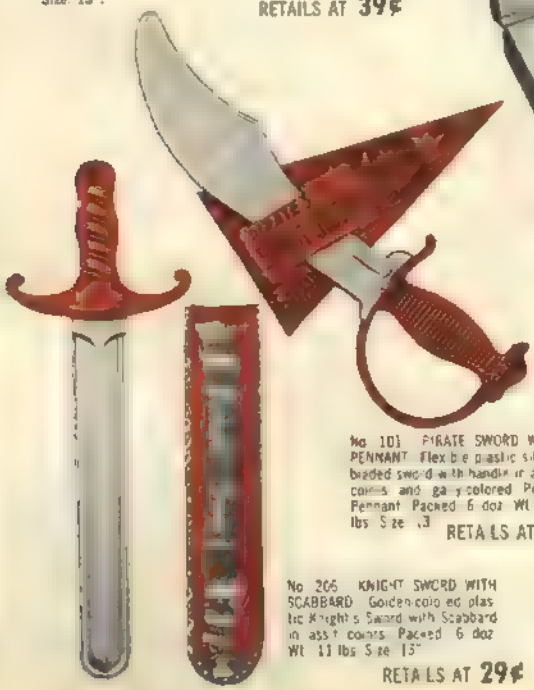
RETAILS AT **49¢**

No. 280—PIRATE PISTOL ALONE (WITHOUT CARD)—Same as No. 275A. Packed 6 doz. Wt. 10 lbs. Size 13".

RETAILS AT **39¢**

No. 290—DUELLING PISTOL SET IN CASE. Twin Pistols decorated with silver or gold on simulated wood-grain case with instruction manual giving all dueling rules. Instructive and enjoyable. Packed 1 doz. Wt. 13 lbs. Size 8" x 14" x 2".

RETAILS AT **$1.49**



No. 101—PIRATE SWORD WITH PENNANT. Flexible plastic silver braided sword with handle in asst'd colors and gaily colored Pirate Pennant. Packed 6 doz. Wt. 11 lbs. Size 13".

RETAILS AT **29¢**

No. 266—KNIGHT SWORD WITH SCABBARD. Golden-colored plastic Knight's Sword with Scabbard in asst'd colors. Packed 6 doz. Wt. 11 lbs. Size 13".

RETAILS AT **29¢**

COME TO SEE US
HOTEL NEW YORKER
ROOM 1028

MULTIPLE PRODUCTS CORP
303 FOURTH AVE. - NEW YORK 10, N. Y.

GROWN-UP GLAMOUR FOR THE LITTLE MISS

Dainty beads and exquisite stones artistically fashioned into miniature jewelry, to provide hours of safe, happy play.

No 510 LITTLE MISS FASHION Kit — Contains pendant with gold plated chain, ear rings, bracelet, brooch, barrette and ring. No sharp edges or dangerous pins. Beautifully packaged in a complete box with real mirror actually set into inside of lid. Packed 3 doz. Wt. 16 lbs. Size 8¾ x 5½ x 1½

RETAILS AT **$1.00**

No. 503 LITTLE MISS GLAMOUR KIT — Jewelry box with mirror set in lid. Top drawer contains jewelry set same as No. 510. Bottom drawer holds a miniature manicure set, consisting of 9 gold plated plastic pieces with blunt edges and tips. Size 8" x 5¾" x 3"

RETAILS AT **$1.98**

COME TO SEE US
HOTEL NEW YORKER
ROOM 1028

No 512 LITTLE GLAMOUR GAL SET — Dainty plastic bead pendant with gold plated chain, sweetheart bracelet, mounted on card

RETAILS AT **39¢**

No. 504 – LITTLE MISS AND DOLLY CHARM SET — Jewelry set attractively boxed in a 2 drawer vanity case with mirror inside of lid. Contains complete jewelry sets for Little Miss and her doll, same as in Little Miss Fashion Kit No. 510 in proportionate sizes. Size 8 x 5¾ x 3"

RETAILS AT **$2.49**

No 514 LITTLE GLAMOUR GAL SET — Charming match ing plastic sweetheart bracelet, barrette and ring, all mounted on card

RETAILS AT **39¢**

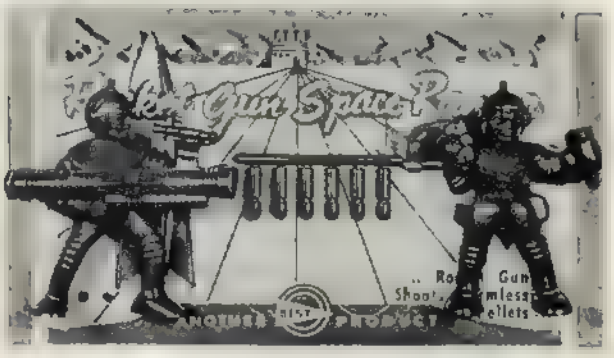
No 515 CORONATION SET — Fit for a Little Queen. Regal gold plated Crown brooch and earrings set with ruby like stones. Packaged in rigid plastic container with colored bottom, transparent lid. 3" diameter

RETAILS AT **59¢**

MULTIPLE PRODUCTS
CORP.
[illegible] FOURTH AVE., NEW YORK 10, N. Y.

IT'S A SELL-OUT!

BECAUSE THERE'S ACTION-ACTION-ACTION IN THESE NEW "BEST" SELLING SENSATIONS



FIGHTING SPACE RANGERS

No. 305

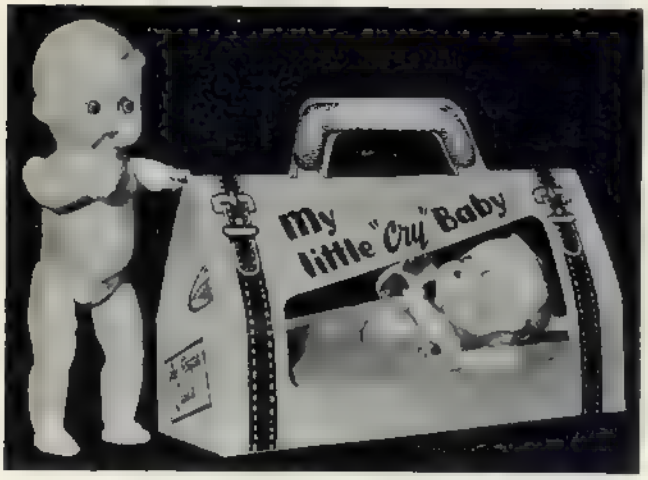
AN ACTION TOY and GAME

A space action Toy and Game with Rocket Launcher that shoots harmless plastic pellets. Packed in beautiful full color box 4½" x 15' x 1¾", containing 4 space men 3" high, 1 Rocket Launcher and 6 Pellets. All made of brilliant colored plastic. Comes in assorted colors of Reds, Greens, Yellows and Blues.

ROCKET GUNNER with SPACE RANGER

No. 302

A space action Toy with Rocket Launcher that shoots harmless Pellets, also Space Man 3' high. Made of colorful plastic and mounted on full color card 7½" x 4½" with 6 plastic Pellets. Comes in assorted colors of Reds, Greens, Yellows and Blues.



MY LITTLE "CRY" BABY

SHE "CRIES"—SHE "DRINKS"—SHE "SLEEPS"
SHE "TRAVELS"

She also Sits, Stands, Has Movable Eyes, Movable Legs, Movable Arms. Move Bottle away from mouth Baby Cries, spank left hand she cries again. Packed in colorful Boston Style Bag with acetate window. Dolls' cuddle nest doubles as Rocker. Doll 7½" long. Boston Bag 8¼" long x 6½' high x 3¼' deep.

Representatives

Ted Koffman 1026 So Maple, Room 519 Los Angeles, Cal.
Paul H Hughes 2109 Ridgeview Road Columbus Ohio
James H Paschall P O Box 8004 Dallas, Texas
E J. Keeley, 110 Montague St Brooklyn, N Y

SEE THE COMPLETE "BEST" LINE of
PARTY FAVORS, NOTIONS, TOYS and NOVELTY items . . .
at the TOY FAIR — Room 852, Hotel New Yorker

INQUIRIES INVITED FOR THE "BEST" LINE IN TOYS, NOTIONS, PARTY FAVORS

Best Plastics Corporation

5014 - 11TH AVENUE
BROOKLYN 19, N. Y.
TELEPHONE GEORGE 5-5130

Santa's Special

T-3081

T-3083
T-3084

T-3086

T-3085

T-3087

T-3088

T-3089

T-3091

T-3090

METAL REFRIGERATOR – Two door style. All heavy gauge metal completely lithographed. Included is plastic ice cube tray and miniature packages of well-known products plus colourful cut-outs of food items. Size 13¼" x 8" x 5½".
T-3081. . . EACH $3.74. . . SUGGESTED RETAIL $2.79

PETER PAN DISH SET – All plastic, 18 piece dish set in the latest Pottery colour design. Each item perfectly executed. Set consists of knives, forks, spoons, cups and saucers, tea pot, etc.
T-3083. . . EACH $ .80. . . SUGGESTED RETAIL $ .59

PETER PAN DISH SET – Same as T-3083 but set consists of 30 pieces of plasticware.
T-3084. . . EACH $1.34. . . SUGGESTED RETAIL $ .98

METAL TEA SET – Consists of 1[illegible] saucers, 4 plates, tea pot and lid. Four colour litho design. Also includes metal tray.
T-3085. . . EACH $1.22. . . SUGGESTED RETAIL $ .79

PLASTIC DINNER SET – Consists of 35 pieces of gay and attractive plasticware. Tray, cups, saucers, plates, tea pot and cover, knives, forks, spoons, goblets and sherbets. In display box.
T-3086. . . EACH $4.00. . . SUGGESTED RETAIL $2.98

TEA SET FOR TWO – An att[illegible] hand painted design. Set [illegible] sugar set. Assorted colours. In display box.
T-3087. . . EACH $2.00. . . SUGGESTED RETAIL $1.49

JUNIOR TEA SET – Similar to T-3087 but a smartly designed tea pot and l d has been added to the set. Assorted Pottery colours.
T-3088. . . EACH $2.64. . . SUGGESTED RETAIL $1.98

JUNIOR TEA SET – Same as T-3087 but set is designed for a setting of four. Hand painted design on plastic.
T-3089. . . EACH $4.00. . . SUGGESTED RETAIL $2.98

PASTRY CANNISTER SET – All meta[illegible] set consisting of 23 pieces [illegible] and attractive set.
T-3090. . . EACH $1.98. . . SUGGESTED RETAIL $1.49

LARGE COOKING SET – Set is complete with wood pastry board and rolling pin, egg beater, kitchen utensils, meat chopper, assorted cookie cutters and basting spoons. In display box.
T-3091. . . EACH $4.02. . . SUGGESTED RETAIL $2.98

T-3092

T-3093

T-3094

T-3097

T-3095

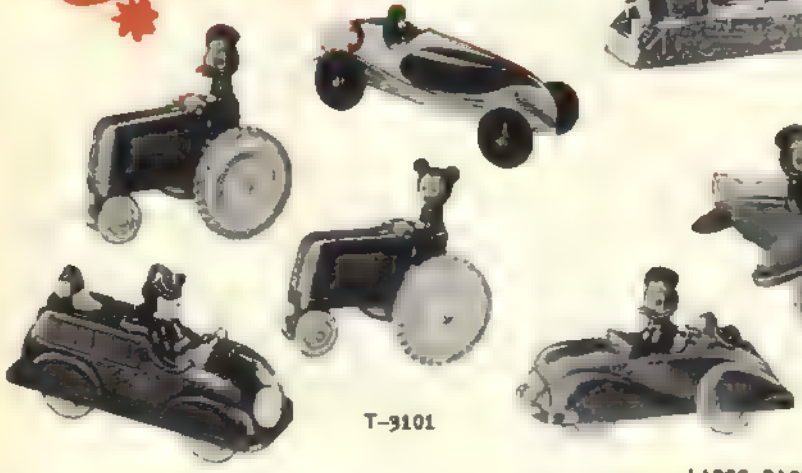
T-3096

T-3099

T-3098

T-3100

T-3102


T-3101

TELEPHONE – Two colour moulded plastic. Design is the same as a modern desk telephone. Bell rings as dial rotates.
T-3092. . . EACH $1.34. . . SUGGESTED RETAIL $ .98

CASH REGISTER – Size 5¼" x 6¼" x 5½". Press the key, the bell rings, price is marked up and compartment drawer opens. In heavy two colour plastic.
T-3093. . . EACH $2.68. . . SUGGESTED RETAIL $1.98

ALL RUBBER TOYS – Safe, sanitary, scratch proof and durable. All toys are realistically coloured and detailed.

ASSORTED RUBBER TOYS – Assortment consists of convertible, small racer and jet plane. Length approx. 5".
T-3094. . . EACH $ .26. . . SUGGESTED RETAIL $ .19

MEDIUM TRACTOR – All red tractor with silver trim. Length 5".
T-3095. . . EACH $ .60. . . SUGGESTED RETAIL $ .45

LARGE TRACTOR – Length 7½", height 5". Red body with silver engine and silver and blue trim.
T-3096. . . EACH $1.58. . . SUGGESTED RETAIL $1.19

LARGE RACER – Length 6¼". Assorted colours of red or green with silver trim.
T-3097. . . EACH $ .52. . . SUGGESTED RETAIL $ .39

SUPER RACER – [illegible] realistic silver trim [illegible]
T-3098. . . EACH $1.30. . . SUGGESTED RETAIL $ .98

FIRE ENGINE – Length [illegible] every detail. Red body with silver trim.
T-3099. . . EACH $ .72. . . SUGGESTED RETAIL $ .55

LOCOMOTIVE – Length 9¾". Perfect detail, red colour with silver trim.
T-3100. . . EACH $1.20. . . SUGGESTED RETAIL $ .89

RUBBER TOY ASSORTMENT – Set consists of 12 pieces, 4 super racers, 2 aeroplanes, 2 fire engines, 2 roadsters, in the new speedy colour combinations. Assortment is packed complete in cartons.
T-3101. . . EACH $11.34. . . SUGGESTED RETAIL $8.75
Retail . . . Racers $ .49 . . . Balance $ .85

CHEST OF TOYS – 48 assorted plastic toys in large display carton. A toy counter in itself. Cars, trucks, rattles, doll prams, etc. make up this large plastic toy assortment.
T-3102. . . EACH $15.80. . . SUGGESTED RETAIL $ .25 ea.

For over 100 years . . .

KIRCHHOF

Life of The Party

PRODUCTS

. . . has been manufacturing the most sturdy, attractively lithographed Noise-makers in Carnival and Hallowe'en designs of the greatest varieties and assortments.

KIRCHHOF Leads in the production of noisemakers for all occasions . . .

Whistles, Crickets, Horns, Etc.

Room 456 Hotel McAlpin

Toy Show—March 9 to 18

EST. 1852

The KIRCHHOF PATENT CO.

Metal Toys - Novelties - Advertising Specialties

[illegible] NEWARK, N. J.

No. 600
ELECTRONIC
SPACE GUN

$1.69

ORDER EARLY
SEE YOUR JOBBER
NOW!

RIDER FIRE TRUCK

B & R

Bright "Firemen's Red" color with all the equipment litho. on the side. 32½" L.; 8½" W.; 15" high overall. All Metal Corp.

NO. 1706.....EACH $ 8.98

QUANTITY ORDERED _____

"RIDE 'EM" LOCOMOTIVE

Adjustable handle bar steering control and comfortable seat. Large all rubber tires. Made of automobile body stock in red and black colors. Luggage space provided in coal tender. Loud whistle operated by hand action. Loud ringing bell. Will carry weight of an adult. 28" L., 12¾" H. Ship. wt. 14½ lbs. Keystone Mfg. Co.

NO. 6400.....EACH $14.95

QUANTITY ORDERED _____

"RIDE 'EM" STEAM SHOVEL

It scoops and loads. Handle bar for steering control; shovel arm extends additional 8½" when raised. Scoop bottom releases to dump and automatically closes when scoop is dropped. House rotates on turntable. Red, gray and black colors. When arm is down: 23¾" L.; 14¾" H. Ship Wt. 8-1/2 lbs. Keystone Mfg. Co.

NO. 47.....EACH $ 7.98

QUANTITY ORDERED _____

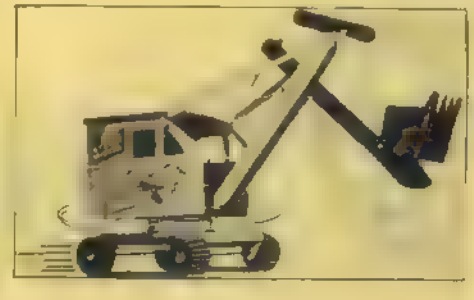
CARGO-LINER

New item in "You-Ride-It" field. All welded steel frame; air horn steering; truck and semi. 8" x 8" x 38". All American Toy Co.

NO. CL-8.....EACH $19.95

QUANTITY ORDERED _____

SIT-N-RIDE STEAM SHOVEL

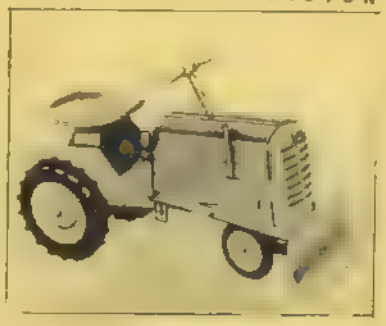


Extra large shovel built of all-heavy gauge steel for riding. Removable wide, flat roof forms seat. Large double grip steering handle, wide base and oversize heavy rubber track-treads, for stability and safety. Will swing, dig and dump in any direction. Plated hub caps. Length: Boom down 16¾", boom up 23¾", width 7½"; ht. 13¼". 1 to ship. ctn., 7¼ lbs. Buddy L.

NO. 3684.....EACH $ 6.49

QUANTITY ORDERED _____

"RIDE 'EM" TRACTOR

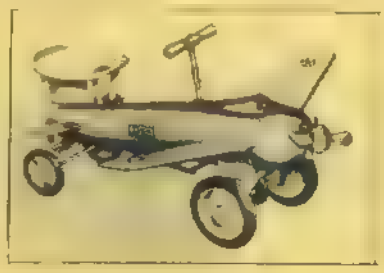


Real operating bulldozer. Sturdy, scale proportioned, large air-cushion rubber tires on steel disc wheels; lever operated bulldozer; comfortable seat, handle bar extension makes steering easy. Hard baked enamel finish. 25" L., 12½" H.; 10" W., Ship. wt. 16 lbs. Keystone Mfg.

NO. 75.....EACH $12.50

QUANTITY ORDERED _____

"RIDE 'EM" AIRPLANE



Latest streamlined design with swept-back wings. Propellor and clicker noisemaker operate automatically. Comfortable seat is located so plane will not tip. Handle bar for easy steering control. Sturdy, with rubber tires on steel disc wheels. Tough baked enamel finish. 25" L.; 27" wing spread; 11" H. - Ship. wt. 12½ lbs. Keystone Mfg.

NO. 803.....EACH $11.95

QUANTITY ORDERED _____

AERIAL LADDER

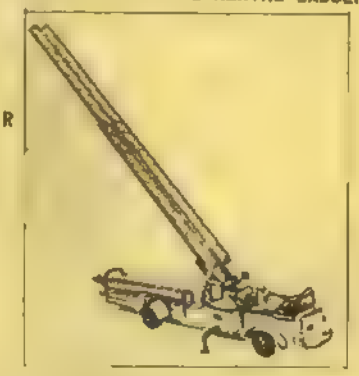
Every youngster's dream of a truck in resplendant fire engine colors and scale model detail. Aluminum aerial ladders extend to 4 ft. on fully rotable base. 35½" long. Wt. 14 lbs. 1 to box. 4 to master ship. ctn. Smith-Miller, Inc.

NO. 812.....EACH $24.95

QUANTITY ORDERED _____

AMERICAN-LAFRANCE AERIAL LADDER

B & R



Improved. Reinforced steel frame, die-cast aluminum extension ladder, 2 auxiliary ladders, road jacks. 33" L.; 42" H. (ladder extended). Wt. 11 lbs. Chas. W. Doepke Mfg. Co.

NO. 2014.....EACH $20.75

QUANTITY ORDERED _____

AMERICAN-LAFRANCE PUMPER

Manual pump, 30" hose on reel. Mock fire extinguisher, hose and scaling ladder. 18" L., Wt. 7 lbs. Chas. W. Doepke Mfg. Co.

NO. 2010.....EACH $16.75

QUANTITY ORDERED _____

HOOK AND LADDER

Plastic; red cab and trailer with aluminum framing. 4 removable plastic ladders which can be attached to revolving turret. Aluminum finished searchlights and metal axe. Rubber wheels. 12¼" L. 1 to box. 1 dz. to ctn. 10 lbs. Hubley Mfg. Co.

NO. 358.....EACH $ 1.89

QUANTITY ORDERED _____

MUSICAL INSTRUMENTS

EBONY & SILVER CLARINET

No lessons needed. Over 17" long, details copied from professional clarinet. Heavy silver finished keys and fittings combined with break-resistant ebony black plastic, with fine engraving throughout. 14 durable hand-tuned brass reeds (full scale) includes 2 triple reed harmony chords, plays countless songs. Has adjustable strap and hook and music book containing many songs. Complete with individual "luggage" carrying case. Emenee Industries

NO. 521, 1 DZ. TO CTN. 15 LBS.....EACH $ 3.98

QUANTITY ORDERED _____

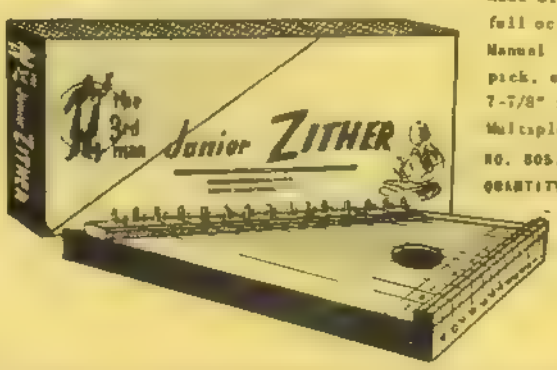
THE SILVER SAXOPHONE

No lessons needed. Over 17" long, authentic details copied from professional saxophone. Heavy silver finish on engraved break-resistant plastic, with ebony black saxmouthpiece. 14 durable hand-tuned brass reeds (full scale) includes 2 triple reed harmony chords, plays countless songs. Has adjustable strap and hook and music book containing many songs. Complete with individual "luggage" carrying case. 1 doz. to ctn., 30 lbs. Emenee Industries

NO. 541.....EACH $ 5.98

QUANTITY ORDERED _____

JUNIOR ZITHER



Made of hardwood, mahogany finish. Contains 2 full octaves—15 strings. Includes: Instruction Manual for tuning and playing; 10 song sheets, pick, extra strings, tuning key. Size 16½" x 7-7/8" x 1-7/8". 1 to ctn., 12 to ctn., 26 lbs. Multiple Products Corp.

NO. 805.....EACH $ 5.95

QUANTITY ORDERED _____

THE GOLDEN TRUMPET

No lessons needed. Over 17" long, authentic details copied from professional trumpet. Heavy gold finish on engraved break-resistant plastic. Has brass hand-tuned reeds which are operated by simply blowing through mouthpiece and depressing any 1 of 4 valves. Complete with music stand and music book to play dozens of bugle calls, marches and songs. Packaged in individual "luggage" carrying case. 1 doz. to ctn., 15 lbs. Emenee Industries

NO. 531.....EACH $ 3.98

QUANTITY ORDERED _____

ARTHUR GODFREY UKULELE

Uke player plus Flamingo Ukulele. Enables anyone to play like a pro without lessons. 1 in box. 1 doz. to ctn., 18 lbs. Emenee Industries.

NO. 181.....EACH $ 4.98

QUANTITY ORDERED _____

THE GOLDEN SLIDE TROMBONE

No lessons needed. Over 27" long, authentic details copied from professional slide trombone. Combining heavy gold finish on engraved break-resistant plastic, with solid brass metal tubing for the slide. Notes play automatically as slide is operated. 8 durable hand-tuned brass reeds (full scale; plays countless songs). Has detachable music stand and music book containing many songs. Complete with individual "luggage" carrying case. 1 dz. to ctn. 30 lbs. Emenee Industries

NO. 551.....EACH $ 6.98

QUANTITY ORDERED _____

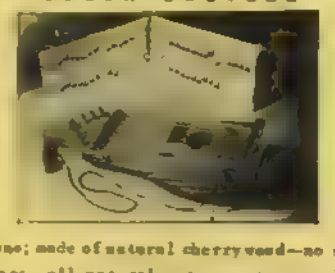
COWBOY GE-TAR

Size: 14" x 5" x 1½". Overall decor. Colors: Sunburst Red, Buckskin Yellow, Desert White. Packed 3 dz. assorted colors and assorted tunes to std. ctn., 18 lbs. Mattel, Inc.

NO. 421.....EACH $ 1.50

QUANTITY ORDERED _____

COLOR-JUBILEE



Rich tone; made of natural cherrywood—no paint; 8 strings, all natural notes containing 1 full octave; no knowledge of music necessary—just pluck out tunes indicated by the simple Color chart. Included are colored song book, tuning key, pick, extra string. Size approx. 14" L. 5" W.; 4½" D. 1 to box, 1 dz. to ctn., 15½ lbs. Multiple Products Corp.

NO. 815.....EACH $ 4.95

QUANTITY ORDERED _____

SPACE GUNS — MACHINE GUN — PISTOL — RIFLES — TARGET

ATOMIC DISINTEGRATOR

Repeater. Bright metal finish with plastic handles. Enclosed cap loading chamber. 8" long. 1 to box. 1 dz. to ctn., 14 lbs. Hubley Mfg Co.

NO. 270.....EACH $ 1.98
QUANTITY ORDERED _____

THREE-WAY SPACE RAY GUN

Unusual science-fiction design, sturdy plastic construction. Child can change colors in gun from red to green to white. Gun comes with 2 flashlight batteries. Color assortment of red, yellow, green and blue. 9" long. 1 to box. 1 dz. to ctn., 10 lbs. Ideal Toy Corp.

NO. 9285.....EACH $ 1.49
QUANTITY ORDERED _____

SPARKLING SUB MACHINE GUN WITH SIREN

18" long. Shoots steady stream of harmless sparks and makes loud siren noise emit as fired. Transparent gun barrel. Detailed construction. Hand grip houses trigger mechanism. Made of rugged plastic in assorted colors. Sparking mechanism easily replaced with regular cig. lighter flint. 1 to box. 6 to ctn., 12 lbs. Ideal Toy Corp.

NO. 9297.....EACH $ 1.88
QUANTITY ORDERED _____

WESTERN SET

B & R

24 pc. set in display box. Box makes many Western scenes. 1 dz. to ctn. 30 lbs. Plastic Art Toy Corp.

NO. 1011.....EACH $ 3.19
QUANTITY ORDERED _____

FLINTLOCK

2-shot. Bright metal finish with plastic stock. Double-barreled. 2 single-shot caps can be fired one at a time or simultaneously. 9½" long. 1 to box. 1 dz. to ctn., 9 lbs. Hubley Mfg. Co.

NO. 280.....EACH $ 1.10
QUANTITY ORDERED _____

FRONTIER REPEATING CAP RIFLE

B & R

35¾" long. Walnut color plastic butt and hand grip with knurled decoration. Special shock resistant plastic. Rear sight, trigger guard and all working parts bright metal. Elaborate chasing simulates real engraving. Blued metal barrel with red plastic choke and front sight. Pressing catch in front of trigger releases cap loading chamber. Shoots std. roll caps. 1 to box. 6 to ctn. Wt. per gross, 408 lbs. Hubley Mfg. Co.

NO. 208.....EACH $ 2.88
QUANTITY ORDERED _____

RED RYDER "WHIRLI-CROW" TARGET GAME

B & R

6 high-impact, shock resistant, molded "Whirli-Crows" on double row wire frame. Includes 14" metal cork gun and 5 corks. 16¾" long; 14½" wide when set up in pkg; individually packed—1 dz. to case, 21 lbs. Daisy Mfg. Co.

NO. 982.....EACH $ 2.28
QUANTITY ORDERED _____

ROCKET DART GUN

Heavy gauge steel; 17" long. Rust proof gun-blu finish. High-impact, shock resistant, molded stock. Metal forepiece. Shoots harmless rocket shaped darts. Includes 2 plastic rocket darts with rubber suction cups. 1 to box. 3 doz. to ship. case, 25 lbs. Daisy Mfg. Co.

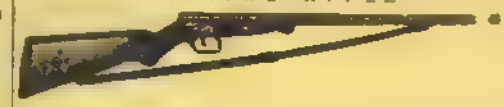
NO. 820.....EACH $ 0.85
QUANTITY ORDERED _____

DOUBLE BARREL POP GUN

Heavy gauge steel; 21" long. Rust proof, gun-blu finish. Walnut finished stock. Break action, self-loading, 2 triggers. Absolutely harmless. 1 doz. to ship. case, 14 lbs. Daisy Mfg. Co.

NO. 880.....EACH $ 1.10
QUANTITY ORDERED _____

TRAINING RIFLE



Heavy gauge steel; 29½" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock with "secret" pocket to hold extra corks. Realistic bolt action, shoots harmless corks. Adjustable web shoulder strap. Includes 5 corks. 1 doz. to ship. case, 13 lbs. Daisy Mfg. Co.

NO. 840.....EACH $ 1.49
QUANTITY ORDERED _____

RED RYDER'S DOUBLE BARREL TRAINING SHOT GUN

Heavy gauge steel; 32" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock and forepiece. Stock has "secret" pocket. Break action; self loading. 2 triggers. Absolutely harmless. 1 doz. to ship. case, 20 lbs. Daisy Mfg. Co.

NO. 850.....EACH $ 2.10
QUANTITY ORDERED _____

DELUXE TRAINING RIFLE

Heavy gauge steel; 32" long. Rust proof, gun-blu finish. High-impact, shock resistant, molded stock and forepiece. Sturdy "man-size" rifle, lever action, self loading. Each shot produces smoke (with an occasional drop of light oil in the muzzle). Absolutely harmless. Adjustable web shoulder strap. 1 doz. to ship. case, 26 lbs. Daisy Mfg Co.

NO. 860.....EACH $ 2.10
QUANTITY ORDERED _____

WE ARE AS Close AS YOUR Telephone!

WOODBURY HARDWARE CO ATwater 9675

REPEATING CAP PISTOLS

COWBOY JR.

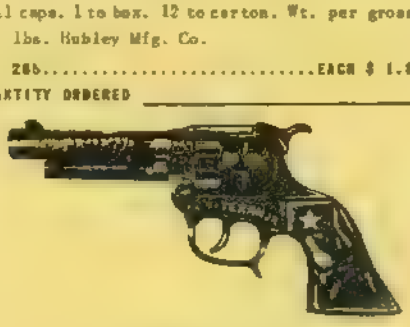
9¾" long. Bright metal with black plastic handles. Braided thong on swivel on handle; revolving cylinder, swings open for loading, shoots std. roll caps. 1 to box. 36 to carton, 30 lbs. The Hubley Mfg. Co.

NO. 255.....EACH $ 1.29
QUANTITY ORDERED _____

TEXAN

10¾" long. Bright finish with plastic handles, engraved stock and barrel. Revolving cylinder, "breaks" automatically for loading. Shoots std. roll caps. 1 to box. 12 to carton. Wt. per gross, 132 lbs. Hubley Mfg. Co.

NO. 265.....EACH $ 1.89
QUANTITY ORDERED _____



TEXAN JR.

9-5/8" long. Shoots smoke with std. roll caps. Bright finish with plastic handles. Engraved stock and barrel. "Breaks" automatically for loading. 1 to box. 36 to carton. Wt. per gross, 120 lbs. The Hubley Mfg. Co.

NO. 250.....EACH $ 6.89
QUANTITY ORDERED _____

SURE-SHOT

8¾" long. Bright finish with red star on handle. Barrel breaks for loading. Engraved steer head handle. 1 to box. 36 to carton. Wt. per gross, 68 lbs. The Hubley Mfg. Co.

NO. 230.....EACH $ 0.59
QUANTITY ORDERED _____

REPEATING CAP PISTOLS

TEX

8" long. Shoots smoke with std. roll caps. Bright finish with plastic handles. Engraved stock and barrel. "Breaks" automatically for loading. 1 to box. 36 to carton. Wt. per gross, 76 lbs. The Hubley Mfg. Co.

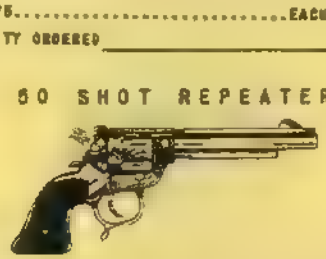
NO. 245.....EACH $ 0.79
QUANTITY ORDERED _____

HUBLEY COWBOY REPEATING CAP PISTOL

12" long. Bright finish with plastic handles. Has revolving cylinder which swings open on side for loading. Automatic opening latch on left side under barrel. Shoots std. roll caps. 1 to box. 12 to ctn. Wt. per gross, 180 lbs. Hubley Mfg. Co.

NO. 275.....EACH $ 1.98
QUANTITY ORDERED _____

50 SHOT REPEATER



9¾" long, nickel plated long barrel gun features authentic western cross-hatch, bronze-colored handle with Roy Rogers brand. Gleaming embossed western design on gun stock. Roy Rogers signature below chamber. 2 dz. to ctn., 20 lbs. George Schmidt Mfg., Inc.

NO. R-21.....EACH $ 1.25
QUANTITY ORDERED _____

50 SHOT REPEATER

9¾" long; deluxe, chrome plated long barrel gun features bronze-colored simulated bone handle, with authentic Roy Rogers brand. Roy Rogers signature below gun chamber. 2 dz. to ctn., 21 lbs. Geo. Schmidt Mfg., Inc.

NO. R-22.....EACH $ 1.79
QUANTITY ORDERED _____

AMERICAN ACE ROLL CAPS

500 Big Shots—fine quality caps. 4 dz. boxes in colorful self-serving counter display ctn. 12 cartons to ship. ctn., 20 lbs. J. Halpern Co.

BOX OF 10 ROLLS.....EACH $ 0.05
QUANTITY ORDERED _____

COWGIRL SUIT WITH PONY BOY SINGLE HOLSTER SET

Vest and skirt are suede-like material with trimming; decorated with cut-outs, jewel concha, etc. Holster is approx. 9½" long, back is embossed; pocket smooth finish with white screen design; metal steerhead concha, belt is approx. 1" wide, embossed belt with slike buckle. Color of suit is red with white. 1 dz. assorted sizes (4 ea Small; 6 ea. Med.; 2 ea. Large) wt. 27 lbs. Esquire Novelty Co.

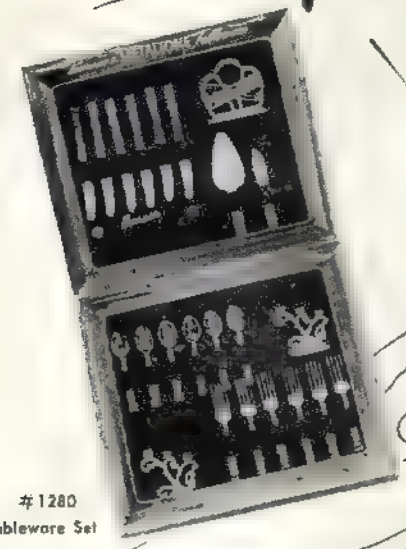
NO. 83-686.....EACH $ 4.98
QUANTITY ORDERED _____

COWBOY SUIT WITH PONY BOY SINGLE HOLSTER SET

Vest and chaps are suede-like material with self fringing, decorated with star cut-outs and nickel concha. Holster is approx. 9½" long, back is embossed; pocket smooth finish with white screen design, metal steerhead concha. Belt is approx. 1" wide, embossed with slide buckle. Color is brown and tan. 1 dz. assorted sizes (4 ea. Small, 6 ea. Med.; 2 ea. Large). Wt. 27 lbs. Esquire Novelty Co.

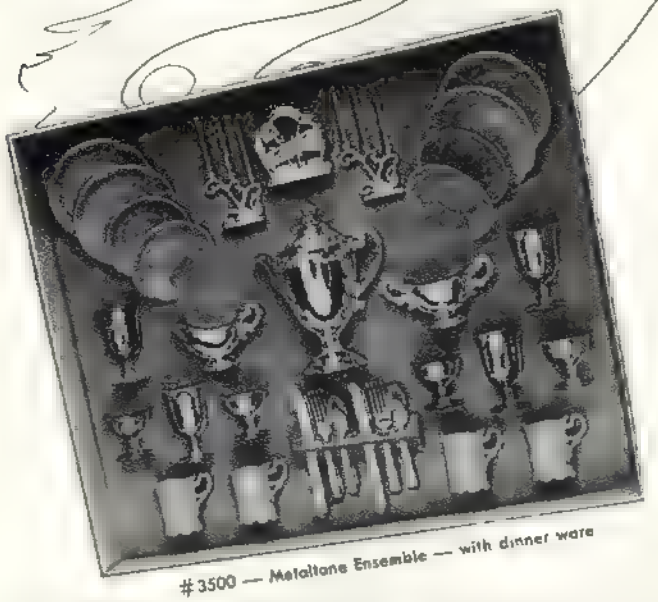
NO. 83-686.....EACH $ 4.98
QUANTITY ORDERED _____

WE'RE PROUD OF *Metaltone* still the finest!



#1280
Tableware Set

#1235 — Heirloom Set



#3500 — Metaltone Ensemble — with dinner ware

Modest though we are . . . we can't restrain our pride in our own ingenuity. Our exclusive Metaltone process is proven superior. Our new line reflects this superiority in the wonderful Metaltone lustre which imparts a new tempting brightness to Banner Products. Highly serviceable, Metaltone is a gleaming finish that stays on! Our new Metaltone line will add brilliance to your counters and your sales figures!

You'll be interested in our.

#606 — Metaltone Fast Freight
#950 — Metaltone Choo-Choo-Rama
#635 — Metaltone Glitter Chest
#1285 — Metaltone Vanity Fair

Banner PLASTICS CORPORATION

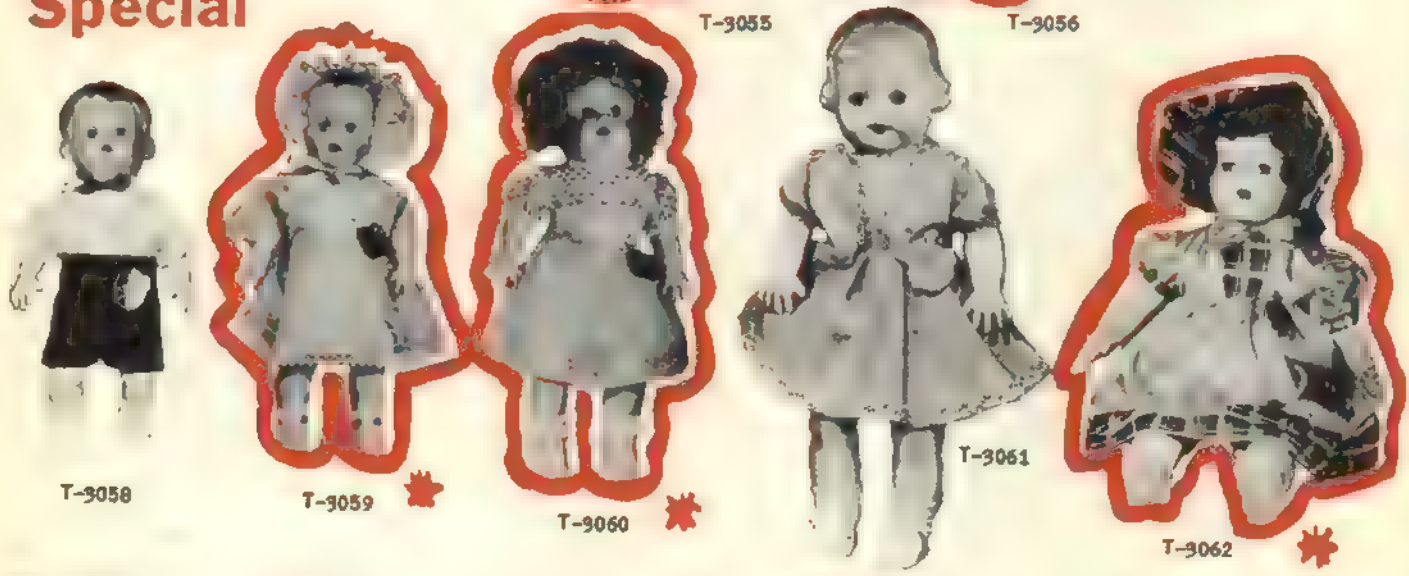
80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

REPRESENTATIVES:
Mid-Atlantic and New England: Jerome Messinger, New York City, N. Y
Midwest: James Cavanagh, Oak Park, Illinois
Southern Brown Eddy Incorporated, M & M Building, Memphis 3, Tenn
Western: A. H. Greenburg, 1206 So. Maple Ave., Los Angeles 15, Calif
Banner Expert Company: Walter Kraemer, New York City, N. Y.
Dominion of Canada: Frank E. Lucas, Toronto, Ont.

COMMENDED BY PARENTS' MAGAZINE

Santa's

Special



DOLL WITH HAIR – Height 10". Real lifelike wiht waved hair. Softly stuffed body. Dressed in bonnet and matching dress.
T-3054. . . **EACH $ .96.** . . **SUGGESTED RETAIL $ .59**

RAG DOLL – Attractive printed outfit, plastic face. Wool hair tufts and ribbon bow. Height approx. 16".
T-3055. . . **EACH $1.34.** . . **SUGGESTED RETAIL $ .98**

GIRL DOLL – Height [illegible] head with mohair curl. [illegible] dressed in bonnet, dress, petticoat, socks and shoes.
T-3056. . . **EACH $2.78.** . . **SUGGESTED RETAIL $1.98**

TWISTY GIRL DOLL – Lifelike rubber body and limbs stuffed with foam rubber. Cries when squeezed. Complete in jumper and blouse, panties, shoes and socks. Height 13".
T-3057. . . **EACH $3.60.** . . **SUGGESTED RETAIL $2.69**

TWISTY BOY DOLL – Same composition as T-3057. Dressed in shirt, pants, shoes and socks. Height 13".
T-3058. . . **EACH $3.60.** . . **SUGGESTED RETAIL $2.69**

BABY HONEY DOLL – Height 14". Body of foam rubber with lifelike colouring, unbreakable. Head of vinyl [illegible] dress of crisp organdy with [illegible] lace trimmed. Petticoat, panties and socks complete the outfit.
T-3059. . . **EACH $5.30.** . . **SUGGESTED RETAIL $3.98**

BABY SWEETIE DOLL – Vinyl plastic head with curled hair. Body is all rubber stuffed with foam rubber. Crisp organdy dress, lace trimmed. Complete with [illegible] shoes and socks. Cries when squeezed. Height 17".
T-3060. . . **EACH $6.64.** . . **SUGGESTED RETAIL $4.98**

SUZETTE DOLL – Height 17". All rubber body stuffed with foam rubber. Movable eyes and lashes. Vinyl plastic head with simulated hair. Complete with bolero jacket, flare skirt, swiss blouse, panties, shoes and socks.
T-3061. . . **EACH $7.98.** . . **SUGGESTED RETAIL $5.98**

HONEY DOLL – Height 23". Beautifully [illegible] contrasting rayon dress [illegible] head with moving eyes. Latex arms and legs. [illegible] mohair wig. Rubber panties, shoes and socks. Has crying voice.
T-3062. . . **EACH $8.00.** . . **SUGGESTED RETAIL $5.98**

T-3049
T-3050

T-3052

T-3053

TEDDY BEAR – Honey coloured, plush [illegible] high. Movable arms and [illegible] squeaker in body.
T-3045. . . EACH $ .94. . . SUGGESTED RETAIL $ .59

ASSORTED BEARS – Height 13", assorted panda [illegible] bear [illegible] honey brown. Each with squeaky [illegible]
T-3046. . . EACH $2.69. . . SUGGESTED RETAIL $1.98

ASSORTED GROWLER BEARS – Height 14". Ma[illegible] growler voice. In black and white and [illegible] vinyl nose.
T-3047. . . EACH $4.00. . . SUGGESTED RETAIL $2.98

ASSORTED GROWLER BEARS – Height 19". Same as T-3047 in body make-up.
T-3048. . . EACH $6.68. . . SUGGESTED RETAIL $4.98

PANDA BEAR – Height 23". Attractive black and white all plush body, softly stuffed. Rolling eyes, satin bow, squeaker.
T-3049. . . EACH $9.94. . . SUGGESTED RETAIL $6.98

PANDA BEAR – Height 29". Same as T-3049.
T-3050. . . EACH $13.34. . . SUGGESTED RETAIL $9.98

CUDDLEY DOG – Softly stuffed in two tone brown plush. Has painted soft vinyl face, satin bow. Length approx. 14".
T-3051. . . EACH $4.00. . . SUGGESTED RETAIL $2.98

PLUSH ELEPHANT – Features soft vinyl face and trunk with painted detail, satin bow. Assorted coloured soft plush body. Height approx. 16".
T-3052. . . EACH $5.94. . . SUGGESTED RETAIL $3.98

MUSICAL CLOWN – Height approx. 18". Attractive rayon print clown suit. Plastic clown face, satin [illegible] ar and [illegible] cuffs. Wood nose turns and operates music box inside. Plush hat and hands.
T-3059. . . EACH $8.00. . . SUGGESTED RETAIL $5.98

TAYLOR INTRODUCES 2 IN 1 BABY SPRING, AUTO SEAT

What promises to be another winner in The Frank F Taylor Company's long line of successes is their new combination baby spring seat and auto seat, #P-25A. The baby finds the smooth spring action positively fascinating; and mother appreciates

The item's two positions

the entertainment, comfort and safety it provides her child, the manufacturer advises.

The entire seat is easily and quickly detached from the spring stand and is adaptable to all makes of cars as a deluxe auto seat complete with strong safety strap and spacious play tray. The specially contoured seat board permits the baby to sit or stand comfortably in the car.

SLINKY STARS IN NEW YORK AND PHILA. TV PROMOTION

James Industries, Inc., 359 East Madison Avenue, Clifton Hts., Pa., makers of Slinky, the popular walking spring toy, encouraged by reports of the more than 150 per cent average increase in sales brought about by previous television promotion, have gone "all-out" on a New York-Philadelphia pre-Christmas TV campaign.

Slinky can now be seen in the Philadelphia area on "Junior Hi-Jinx" (Willie the Worm), WCAU-TV; and in the New York-New Jersey area on the Merry Mailman Show, WOR TV. This promotion will continue from now through the holiday season, increasing in force during the last two weeks before Christmas.

Window streamers, announcing this new TV promotion, have been made available to dealers. In view of demand generated during previous promotions of this type, James Industries is urging dealers to stock up on Slinkys to meet the anticipated sales increase.

Slinky is represented in New York City by Murray Gilbert at 200 Fifth Avenue.

The spring stand and the seat fold compactly and can be taken easily wherever baby goes, or may be conveniently stored. The stand is constructed of "springy," polished aluminum tubing braced to prevent upsetting. Rubber guards protect floors and prevent sliding. The auto seat is made of steel tubing and easily-cleaned vinyl plastic in blue and gray plaid.

Tractor-Trailer Combination Introduced by Ulrich Co.

A new line of highly detailed, all-metal, diesel truck and trailers models has just been announced by C. J. Ulrich Company, 4233 Babcock, N. Hollywood, Cal. First of the line available is the Kenworth tractor and semi-trailer combination shown above. The trailer is a Fruehauf, 35-foot, two-axle van.

All models are die-cast to exact scale, finished and painted, and feature one-screw assembly of the van. The model has complete detailing.

The tractor has an exhaust stack, air cleaner, engine pan, transmission, differential, drive shaft and spring bogies which allow equalization of rear wheels on both truck and trailer. The wheels are completely detailed even to the tire lugs, and the tires have tread as well as ribs on sides.

The trailers will be painted and lettered in the style of major national truck lines, and the tractors are finished in a variety of colors.

The entire model is scaled for use with HO gauge model railroads (approximately 5/32" to the foot), with an overall length of 6½". Tractor dimensions are 1⅝" wide, 1⅜" high and 3-1/16" long. The trailer is 1½" wide, 1-11/16" high and 4-7/16" long. Retail price has been established as $1.95.

Other models being added to the line include Mack, G. M. C., International Harvester, as well as a wide variety of flatbed, tanker, dump bodies and other types.

Wildman Named Gen'l Manager by the Kaye Novelty Company

Harry Kaye | S'd Wildman | Sam Kaye

Harry Kaye, president of the Kaye Novelty Company, Inc., 327 Hudson Avenue, Brooklyn, N. Y., a firm which in nine brief years has achieved a prominent position as a leading manufacturer of pin wheels and pinwheel products, has announced the appointment of Sid Wildman as general manager.

Up until October 1 Mr. Wildman was associated with Toby Toys. Many of the well known items originated by Mr. Wildman are being added to the Kaye Novelty line. These include American Flying Birds, the Sabre, and Kiddie Parasols.

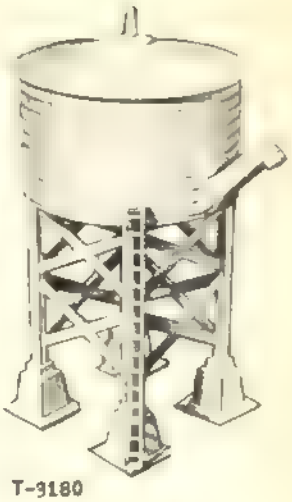
All in all, with the new items already coming off production lines, Kaye Novelty will feature a larger-than-ever assortment of five-cent to $1 merchandise in 1954.

Other appointments announced by the firm's president are the promotion of Sam Kaye to the position of sales manager and the naming of Jerome Borchardt to the position of assistant to the president. Sales manager Kaye has been with the company since its inception. Mr Borchardt was previously associated for many years with a prominent toy manufacturing company.

T-3177

T-3178

T-3179



T-3180

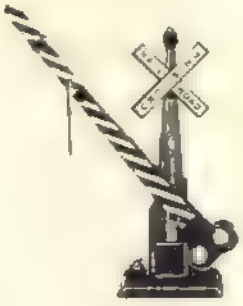
T-3181

T-3182

T-3183

T-3184

T-3185



T-3186

T-3187

METAL TUNNEL – Collapsible. Lithographed landscaped design. Length 10⅞", 7" high.
T-3177. . . EACH $1.94. . . SUGGESTED RETAIL $1.45

FOOT BRIDGE – Length 15", height 7⅛". Heavy gauge steel finished in baked enamel.
T-3178. . . EACH $2.26. . . SUGGESTED RETAIL $1.69

TRESTLE – All steel, accurately embossed. Finished in aluminum. Without beacon light.
T-3179. . . EACH $3.04. . . SUGGESTED RETAIL $2.25

WATER TOWER – With spout. Sturdy plastic. Realistic ribbing and under-structure. Height 8⅝". Diameter 4¾".
T-3180. . . EACH $1.94. . . SUGGESTED RETAIL $1.45

WATER TOWER – Constructed with sturdy plastic. Bubbling tube, bubbles created by bulb in base rise the length of the tube. 14¼" high, 2¼" diameter.
T-3181. . . EACH $5.82. . . SUGGESTED RETAIL $4.35

ROTATING BEACON – Red and Green reflectors mounted on girder-like plastic tower. Light bulb and wiring included. Height 12⅜".
T-3182. . . EACH $3.86. . . SUGGESTED RETAIL $2.89

FLOODLIGHT TOWER – Four floodlights are mounted on double platform. Can be tilted or turned. Plastic, detailed and scaled. Complete with bulbs, wire and track mount. Height 13".
T-3183. . . EACH $5.82. . . SUGGESTED RETAIL $4.35

CROSSING SIGNAL – Electric Bell rings as train passes. All metal. Track connector included. 7⅛" high.
T-3184. . . EACH $3.86. . . SUGGESTED RETAIL $2.89

TWIN LITE SIGNAL – Lights flash as train passes. All metal. 7⅛" high. Bulbs and track connector included.
T-3185. . . EACH $3.86. . . SUGGESTED RETAIL $2.89

CROSSING GATE – Automatic lowers and raises. Lithographed arm with red jewels. 7⅛" high. Complete with wires and connector.
T-3186. . . EACH $3.86. . . SUGGESTED RETAIL $2.89

SEMAPHORE – Black trim with chrome upright. Fully automatic. Has Red, Amber and Green filters. 9⅛" high. Complete with clips and connectors.
T-3187. . . EACH $5.82. . . SUGGESTED RETAIL $4.35

CROSSING GATE AND WATCHMAN – Fully automatic, as train approaches, gate lowers, door opens and watchman appears with stop sign. All metal, realistically lithographed. Width overall, 11⅛". Complete ready to install.
T-3188. . . EACH $8.70. . . SUGGESTED RETAIL $6.50

SWITCHMAN'S TOWER – Constructed of sturdy plastic, accurately detailed. As train appears , switchman comes out door with flag and the other man moves from window to control levers. Measures 7⅛" high, 7⅛" wide.
T-3189. . . EACH $8.70. . . SUGGESTED RETAIL $6.50

METAL RAILWAY STATION – Beautifully l hographed in full colour. Measures 20¼" long, 10" wide and 6¼" high.
T-3190. . . EACH $3.86. . . SUGGESTED RETAIL $2.89

WHISTLING STATION – Press button, hear wail of locomotive as it speeds around the track. Mechanism enclosed inside all metal lithographed station. Length 10". Complete with wires and connectors.
T-3191. . . EACH $10.62. . . SUGGESTED RETAIL $7.95

METAL CLICKER PISTOL – Western design, all metal, 7⅜" long.
T-3192. . . EACH $ .52. . . SUGGESTED RETAIL $ .39

PLASTIC DART PISTOL – Made from colourful plastic with contrasting plastic grips. 7" long. Shoots plastic dart with rubber tip.
T-3193. . . EACH $ .72. . . SUGGESTED RETAIL $ .55

PLASTIC DARTS – For use with the Plastic Dart Pisto . Two darts mounted on card.
T-3194. . . EACH $ .20. . . SUGGESTED RETAIL $ .15

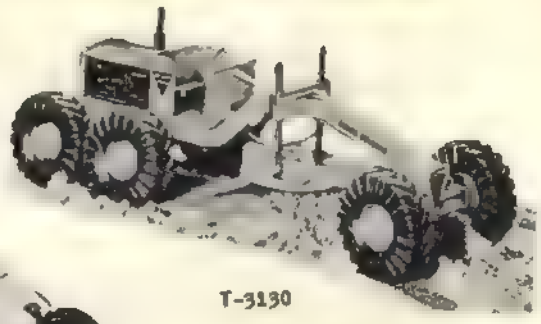
ZOOKA POP PISTOL – Futuristic des gn, all metal. Lithographed. 7⅛" long. Shoots corks. Loads with beak action.
T-3195. . . EACH $1.12. . . SUGGESTED RETAIL $ .75

SIREN GUN – Length 7". Finely moulded plastic In futuristic des gn. Trigger works loud wailing siren. Assorted colours.
T-3196. . . EACH $1.60. . . SUGGESTED RETAIL $1.19

SINGLE BARREL POP GUN – Length overall, 17". Black baked enamel finish.
T-3197. . . EACH $ .96. . . SUGGESTED RETAIL $ .69

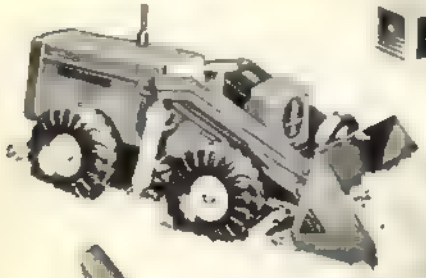
DOUBLE BARREL POP GUN – Break action. Overall ength, 20". Black enamel finish with varnished stock.
T-3198. . . EACH $2.54. . . SUGGESTED RETAIL $1.89

T-3129



T-3130

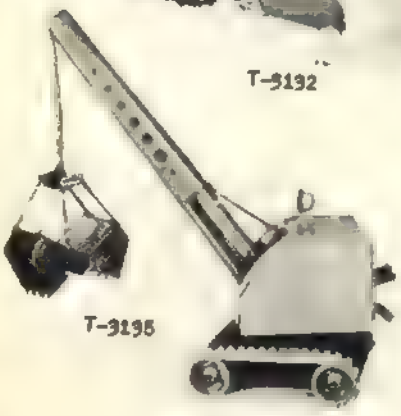
T-3131



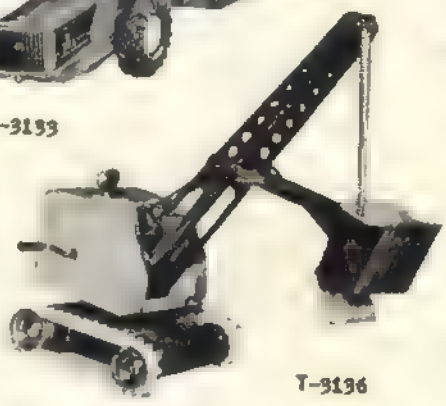
T-3132

T-3133

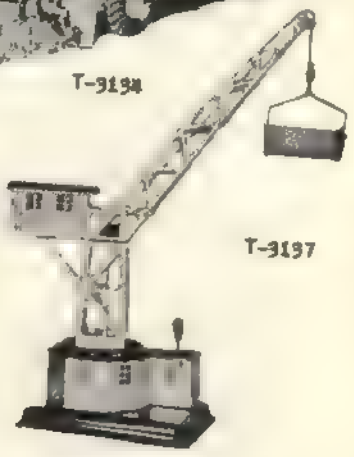
T-3134



T-3135



T-3136



T-3137

TOURNAROCKER – Length overall 18", 6" wide, 6¼" high. Built for big load hauling, oversize hopper dumps wide backing wheels against a stop or by turning crank or a new operating hoist. Front and back units are pivot joined. 3 and 2" diameter rubber tired wheels. Bright yellow baked enamel finish.
T-3129. . . EACH $13.00. . . SUGGESTED RETAIL $9.75

GRADER – Length overall 19¼", 8" wide, 7½" high. Scraper blade can be raised, lowered, tilted, and swung either way to six locking positions. Rear wheels are tandum pivotted, steel wheels have 3/8" rubber tires.
T-3130. . . EACH $14.80. . . SUGGESTED RETAIL $10.95

TOURNAHOPPER – This faithful scale model makes a wonderful heavy duty play truck, hauling and dumping truck built to snake, turn and rock across rough ground. Clam shell type dump hopper empties clean in a hurry. Front and back units are joined by two way pivot. Length overall 22⅜". Rubber tired metal wheels.
T-3131. . . EACH $14.80. . . SUGGESTED RETAIL $10.95

PAYLOADER – Ideal companion piece to the tournahopper or tournarocker. Will dig, load and carry all kinds of materials, hoist, push or pull objects. Steel gears in hoisting mechanism are designed for long life and smooth operation. Length 18", 7" wide. Rubber tired wheels.
T-3132. . . EACH $14.80. . . SUGGESTED RETAIL $10.95

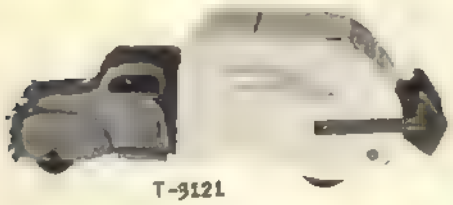
TOURNAHAULER – Length overall 30½", length when ramp extended 41½", 7⅜" wide. Crank operated winch operates cable and hooks on to machines and can be hauled onto platform. Front and rear units double pivotted for complete freedom of action. Platform is big enough to carry any other construction model. Heavy gauge steel construction throughout.
T-3133. . . EACH $14.80. . . SUGGESTED RETAIL $10.95

TRAVELLOADER – A working two scale model. Powered by a hand crank as the vehicle is pushed along, 15 blades on the belt continuously gather material and push it onto ribbed rubber conveyor belt which carries it up runway and drops it into waiting truck. Heavy steel construction on a baked enamel finish and big rubber tired metal wheels. Length overall 30", 8" wide and 10 1/8" high.
T-3134. . . EACH $22.20. . . SUGGESTED RETAIL $16.50

CLAM SHELL – All metal with brightly enamelled finish. Broom operates up and down while body and cab swing either right or left. All action is controlled by a series of levers at the back of cab. Wheels have rubber treaded caterpillar tracks. This model is quite accurate in every detail.
T-3135. . . EACH $4.60. . . SUGGESTED RETAIL $3.45

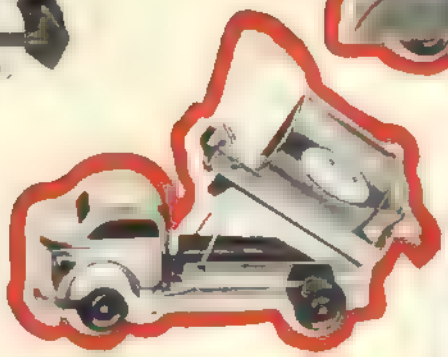
STEAM SHOVEL – Sturdy all metal steam shovel, hand operated. Digs, scoops and carries earth with the same action as a large model. Pretty enamel finish. Rubber treaded caterpillar type treads.
T-3136. . . EACH $4.92. . . SUGGESTED RETAIL $3.69

MECHANICAL CONSTRUCTION CRANE – A realistically designed crane. Power operated gear shift lowers or raises the bucket and swings either right or left. Accurately and realistically lithographed. Height approximately 18".
T-3137. . . EACH $8.40. . . SUGGESTED RETAIL $6.25



T-9121

T-9123



T-9122

T-9125

T-9124

T-9127

T-9126

T-9128

SANITATION TRUCK – Overall length 14". Pure white baked enamel finish with black and silver trim, rubber wheels. Bucket raises and deposits load in top door of truck. Body dumps and rear gate opens to release load.
T-9121. . . EACH $3.75. . . SUGGESTED RETAIL $2.79

READY-MIX CONCRETE TRUCK –
T-9122. . . EACH $4.70. . . SUGGESTED RETAIL $3.50

AUTO TRANSPORT TRUCK – Heavy gauge detachable tractor. complete with unl ramp and automobiles. Bright lithographed enamel finish.
T-9123. . . EACH $5.08. . . SUGGESTED RETAIL $3.79

WINCH TRUCK WITH SHOVEL – All metal, brightly enamelled transporter, rubber tired. Length overall 21" complete with the transporter is a winch dr ver digger and scraper. The d gger fits or the transporter of the truck and then is towed up by a winch.
T-9124. . . EACH $8.00. . . SUGGESTED RETAIL $5.95

FARM SET – Scaled farm set consisting of tractor, plow, manure spreader, flat bed wagon and cultipacker. Metal and plastic pieces are attractively coloured and realistic.
T-9125. . . EACH $5.60. . . SUGGESTED RETAIL $4.19

CATERPILLAR SCRAPER – Accurately scaled and coloured
T-9126. . . EACH $1.60. . . SUGGESTED RETAIL $1.19

CATERPILLAR WAGON – hauling load. Length approximately
T-9127. . . EACH $1.60. . . SUGGESTED RETAIL $1.19

CATERPILLAR GRADER – Length overall 12". Scr
T-9128. . . EACH $1.60. . . SUGGESTED RETAIL $1.19

MACHINERY HAULERS — TRUCK AND TRAILERS — LOG TRUCKS

MACHINERY HAULER

Just the right low-bed equipment to transport heaviest "play loads". Equipped with 2 removable ramps 26" long. Wt. 6 lbs. 1 to box. 6 to master ctn. Smith-Miller, Inc.

NO. 804.....EACH $10.95

QUANTITY ORDERED _____

CARRYALL

B & R

Metal. Orange flat bed machinery carrier. Cab lifts off revealing realistic motor. 7 wheels mounted on rear of trailer. Complete with 10¾" metal road scraper. Black rubber wheels. 19¾"-long. 1 to box. 6 to ctn., 24 lbs. Hubley Mfg.

NO. 806.....EACH $ 4.98

QUANTITY ORDERED _____

TRACTOR AND CARRY-ALL TRAILER

(NOT ILLUSTRATED)

Made of heavy gauge steel; plated loading winch and chain; 2 extra heavy steel detachable loading tracks, 14 rubber tires. 30⅝" L.; 5⅜" H.; 6¾" W. 1 to box. 4 to ctn. 14 lbs. Mound Metalcraft, Inc.

NO. 130-S.....EACH $ 3.49

QUANTITY ORDERED _____

UTILITY TRUCK

Air horn steering. All welded steel frame. 20" long, 8" high; 8" wide. Packed 1, 7½ lbs. All American Toy Co.

NO. U-1.....EACH $12.95

QUANTITY ORDERED _____

UTILITY TRAILER

All metal construction. 12" long, 8" wide. 1 to ctn., 5½ lbs. All American Toy Co

NO. T-6.....EACH $ 5.00

QUANTITY ORDERED _____

UTILITY TRUCK

Heavy gauge construction; embossed stakes on side panels; dual wheels; 6 large rubber tires plated steel rims; high gloss baked enamel finish. 12" long. 5¾" high. 5¾" wide. 1 to box. 6 to ctn., 16 lbs. Mound Metalcraft, Inc.

NO. 176-S.....EACH $ 2.49

QUANTITY ORDERED _____

TIMBER TOTER JR.

Air horn steering. Baked enamel finish. All metal construction. Welded channel iron frame. Complete with load. Adjustable chain binder, permanently attached. 20" long; 8" high; 8" wide. Packed 1. Wt. 10 lbs. All American Toy Co

NO. LJ-W.....EACH $14.95

QUANTITY ORDERED _____

TANDEM TIMBER TRUCK

Double load of smooth-edge boards. Loading horn, rollers and chains 15" long. Wt. 10 lbs. 1 to box, 6 to carton. Smith-Miller Inc.

NO. 808 .....EACH $16.95

QUANTITY ORDERED _____

LOG TRUCK

B & R

18" long. Orange metal cab and trailer with bright trim. Bright metal chassis, chains and springs on trailer. Chassis enclosed underneath with realistic detail. Trailer carries 5 smooth logs (1 with red flag) each 12" long. Wheels are independently mounted. Black rubber wheels. 1 to box. 6 to ctn. Hubley Mfg. Co.

NO. 805.....EACH $ 3.95

QUANTITY ORDERED _____

LOG TRUCK

Plastic. 12¼" long. Detailed V-8 engine. Trailer hitch. 12 smooth dowel logs. Black rubber wheels Dual wheels on rear of tractor and trailer. 1 to box. 12 to carton Hubley Mfg. Co.

NO. 366.....EACH $ 1.49

QUANTITY ORDERED _____

LOG TRAILER TRUCK

Color: Orange cab and trailer, cab, chassis and body made of heavy-gauge steel, welded and reinforced, retractable dolly wheels, 14 rubber wheels, floating tandem dual; 6 realistic miniature logs included. 17¾" L.; 5" W.; 4¾" H. 6 to ctn., wt. ds. 55 lbs. approx. Structo Mfg. Co.

NO. 840.....EACH $ 3.29

QUANTITY ORDERED _____

TIMBER TOTER

Air horn steering device. Floating axles. All metal construction. 18 rubber tired wheels Heavy die cast cab and trailer bodies. 20" long; 8" high; 8" wide. Truck and trailer 18" long. Packed 1; wt. 12 lbs. All American Toy Co.

NO. L-2.....EACH $19.95

QUANTITY ORDERED _____

LOGS ONLY FOR L-2 TOTER.....PER SET $

QUANTITY ORDERED _____

LUMBER TRUCK

B & R

Metal. Orange with aluminum trimming. 5 removable logs with chain to hold them in place. Rubber wheels. 10" L. 1 to box. 3 ds. to ctn., 16 lbs. Hubley Mfg. Co.

NO. 870.....EACH $ 0.98

QUANTITY ORDERED _____

CARI-CAR

Heavy cast-metal construction, 4 wheel steering, mechanical loading. Automatic towline tracking. Load of lumber 11¾" long. Swan Mill Mfg. Co

CARI-CAR.....EACH $ 7.95

QUANTITY ORDERED _____

"TONKA" LOGGER

(NOT ILLUSTRATED)

Factual model in miniature of heavy duty truck. Large load of logs held in place by plated logging chains, full floating tandem rear axle on trailer. This unit has the authentic single boom construction from rear tandem to front section, giving the toy realistic appearance. 14 large rubber tires and plated wheel rims. 22¾" long. 5¾" high; 5¾" wide. 1 to box. 4 to ctn., 24 lbs. Mound Metalcraft, Inc.

NO. 575-S.....EACH $ 4.98

QUANTITY ORDERED _____

SHOVEL DUMP TRUCK

Color: White cab, blue body, natural aluminum chassis, body raised by crank; 6 rubber wheels. 12¾" long; 5-5/8" wide; 5" high. 6 to master ctn. Wt. doz. 33 lbs. Structo Mfg. Co

NO. [redacted]....EACH $ 3.29

QUANTITY ORDERED_____

HI-LIFT DUMP TRUCK
(WIND-UP)

Color: White cab, red body, natural aluminum chassis; hi-lift dump body raised by crank; 6 rubber wheels; front wheels adjustable, motor brake; Structo's own sturdy clock-spring motor. 12½" long; 5-5/8" wide, 5-1/16" high. 6 to master ctn. Wt. doz. 46 lbs. Structo Mfg. Co.

NO. 846....EACH $ 5.39

QUANTITY ORDERED_____

DUMP TRUCK

Color, red. Body raises and unloads automatically, hood raises revealing "Fireball" motor. Rubber wheels. 20" long; 6¾" wide. 6¾" high. 6 to master ctn. Wt. doz. 57 lbs. Structo Mfg. Co

NO. 208....EACH $ 8.29

QUANTITY ORDERED_____

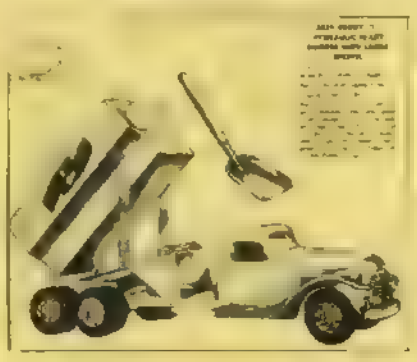
HI-LIFT SCOOP-N-DUMP

Front scoop picks up load and transfers to extra large dump box. Hi-lift action dumps load through hinged tail-gate. Rugged, all-heavy gauge steel construction. Heavy duty rubber tires. Plated hub caps. 16" long, body down—17¾" body lifted, 5¾" wide; 3¾" high with scoop down and 7" with scoop up. 1 to box. 12 to ctn., 39 lbs. Buddy L.

NO 3322....EACH $ 1.98

QUANTITY ORDERED_____

HYDRAULIC HI-LIFT DUMPER WITH LARGE SHOVEL



Mammoth size dump truck with self-energizing hydraulic piston and special knuckle linkage to raise dump body extra high (load slides out through chute door in rear). Realistic dual tandem wheels. Large shovel. All-heavy gauge construction. 10 rubber tires, plated hub caps. 24" long, up. 7⅜" wide, 14½" high. 1 to ctn., 8¼ lbs. Buddy L.

NO. 3859....EACH $ 8.98

QUANTITY ORDERED_____

SAND AND GRAVEL DUMP

Extra large dump body. Hinged tailgate. Rugged, all-heavy gauge steel construction. Heavy duty rubber tires. Plated hub caps. 13¾" long; 4¾" wide, 6¾" high. 1 to box. 12 to ctn., 26 lbs. Buddy L.

NO. 3912....EACH $ 1.59

QUANTITY ORDERED_____

HI-LIFT FARM SUPPLIES DUMP

Hi-lift dump action. Ruggedly built all-heavy gauge steel box and chassis with wrap-around bumper. Specially toughened Hi-Impact plastic cab in authentic design. Heavy duty rubber tires Plated hub caps. 21⅜" long, 5¾" wide; 10" high 1 to ship. ctn., 4½ lbs. Buddy L.

NO. 3634P....EACH $ 4.39

QUANTITY ORDERED_____

DUMP TRUCK

All heavy steel, factual scale model. Dual, plated steel truck wheels & rims with large rubber tires, plated dump control levers, heavy plated bumper. Colors. Red truck, green dump box. 12" L.; 6¾" H.; 5¾" W. 1 to box. 6 to ctn., 19 lbs. Mound Metalcraft, Inc.

NO. 180....EACH $ 2.98

QUANTITY ORDERED_____

DUMP TRUCK

Metal. Green chassis, red movable dump. Aluminum trimming. Rubber wheels. 9½" L. 1 to box. 1 dz. to ctn., 15 lbs Hubley Mfg. Co.

NO. 476....EACH $ 9.98

QUANTITY ORDERED_____

DYNA-DUMP

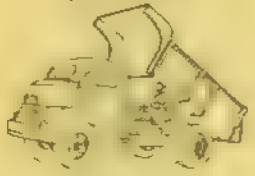
Rugged, all steel constructed body. Features air horn steering and spring hoist. 20" long; 8" high, 8" wide. All American Toy Co.

NO. D-8....EACH $18.95

QUANTITY ORDERED_____

JUMP TRUCK

DUMP TRUCK



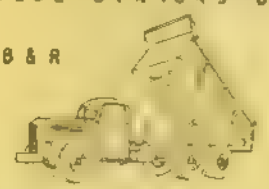
Extra heavy die-cast dirt hauler, workhorse of the freeways. Full dumping action with rack and pinion and self-opening tailgate. 11½" long. Wt. 3 lbs. 1 to box. 12 to master ship. ctn. Smith-Miller, Inc.

NO. 803....EACH $ 9.95

QUANTITY ORDERED_____

BLUE DIAMOND DUMP

B & R



Popular truck with action galore. The real hydraulic lift has positive action every time Self-operating tailgate opens to dump sand, gravel, cement. 19" long. Wt. 7½ lbs. 1 to box. 6 to master ship. ctn. Smith-Miller, Inc.

NO. 809....EACH $17.95

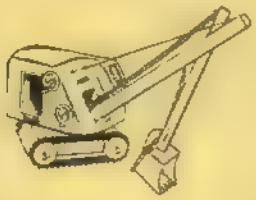
QUANTITY ORDERED_____

INTERNATIONAL HARVESTER DUMP TRUCK

Just press lever and box raises and dumps the way a big truck does. Tailgate opens automatically as the box is lifted. Realistic replica right down to rubber tires on the dual wheels. Hydraulic cylinder, plastic "leather" upholstery and orange color and chrome trim. Product Miniature Co., Inc.

NO. 1053.....EACH $ 2.49
QUANTITY ORDERED _____

STEAM SHOVEL



Completely new. Color, blue. 2 cranks control automatic unloading of shovel and raising and lowering of boom; cab revolves; heavy-duty rubber tractor treads. 26¼" long; 6-5/8" wide; 8" high. 6 to master ctn. Wt. doz. 42 lbs. Structo Mfg. Co.

NO. 105.....EACH $ 5.25
QUANTITY ORDERED _____

STEAM SHOVEL

Constructed of heavy gauge steel, full rotating cab; ratchet crank control; heavy duty plated chain linkage on controls. Continuous, rubber tractor treads with heavy steel plated solid type guards. 20⅞" long; 10⅝" high; 6" wide. 1 to box, 6 to ctn., 18 lbs. Mound Metalcraft, Inc.

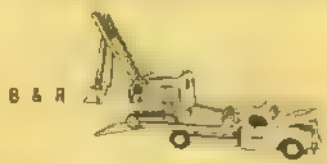
NO. 50-3.....EACH $ 3.98
QUANTITY ORDERED _____

TRACTOR AND CARRY ALL TRAILER WITH NO. 50-3 STEAM SHOVEL

Factual scale model of modern industrial equipment. Combination of No. 50-3 Steam Shovel and No. 130-1 Tractor and Carry-All Trailer. Heavy duty plated loading winch and chain. 30⅝" long; 12⅞" high, 6½" wide. 1 to box. 3 to ship. ctn., 21 lbs. Mound Metalcraft, Inc.

NO. 120-3.....EACH $ 6.98
QUANTITY ORDERED _____

MACHINERY TRUCK AND STEAM SHOVEL



Truck—Color, orange, removable loading skid, crank-operated winch with steel chain; hood raises revealing "Fireball" motor; rubber wheels, 21½" long; 6⅝" wide; 6⅝" high. - Steam Shovel—completely new, same as No. 105. Both toys shipped as one unit. 6 to master ctn. Wt. doz. 91 lbs. Structo Mfg. Co.

NO. 502.....EACH $ 7.49
QUANTITY ORDERED _____

TRUCK & CLAM BUCKET

Chassis made of heavy gauge steel. Baked enamel finish. Cab made of heavy impact plastic with litho steel insert and steel bumper. Clam Bucket shovel attached to truck made of decorated metal, actually works. Overall length of shovel 21" Truck 14" long. 1 to box. 6 to ctn., 26 lbs. All Metal Products Co.

NO. 1013.....EACH $ 3.75
QUANTITY ORDERED _____

ROAD ROLLER

Metal. Orange body with aluminum trimming and metal wheels. Steers by lever in driver's compartment. 10" L. 1 to box. 1 dz. to ctn., 21 lbs. Hubley Mfg. Co.

NO. 480.....EACH $ 1.89
QUANTITY ORDERED _____

CEMENT MIXER

Metal. Red chassis, green body, revolving aluminum finished mixer. Rubber wheels. 10" L. 1 to box. 1 dz. to ctn., 17 lbs. Hubley Mfg. Co.

NO. 477.....EACH $ 1.98
QUANTITY ORDERED _____

TURN TRAC TRACTOR WITH REMOTE CONTROL BRAIN

Authentic 1/16th scale model of International Diesel Tractor. It is tough-built, powerful, (will climb anything its rubber tracks can get a grip on!) and Samson-strong for its size. Made of highest impact strength Tenite II, it also has rugged rubber-tread crawler tracks. Smooth, safe, scratch proof—it's harmless to floors and furniture. Bulldozer blade lifts and lowers, or can be set and locked at different angles or the whole unit dismounted altogether. 5 different hitch-point settings on rear swinging drawbar. Size—1¾" x 8" x 5½". Operated by 110-120 volt AC remote control brain. 2 speeds forward. 2 speeds reverse. Turns right or left, either direction. Factory-tested, powerful, quiet motor. Individually packed. Product Miniatures Co., Inc.

NO. 353 TURN TRAC.....EACH $34.95
QUANTITY ORDERED _____

CRAWLER TRACTOR

Made of toughest plastic with color impregnated to last. Flexible rubber tracks crawl like a real tractor when pushed. Details of engine and moving parts are made to scale. 11¼" long, 5" high. Product Miniature Co., Inc.

NO. 546.....EACH $ 4.98
QUANTITY ORDERED _____

CATERPILLAR D6 TRACTOR AND BULLDOZER

Authentic treads, 3-position scraper blade. Heavy gauge steel. Realistic "Diesel" engine 15" L.; Wt. 7 lbs. Chas. M. Doepke Mfg. Co.

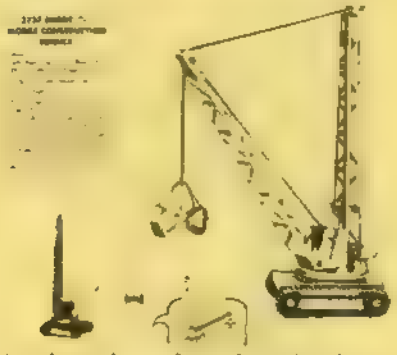
NO. 2812.....EACH $12.75
QUANTITY ORDERED _____

MIDGET SKAGIT LIFT 'N' LOADER

Real electric motor; foolproof gear box; long lasting; battery powered. Liftsup to 10# rigged with 1 pulley as shown. Sled is 18" long; Boom is 30" long. Packed less batteries. All American Toy Co.

NO. MS SKAGIT.....EACH $14.95
QUANTITY ORDERED _____

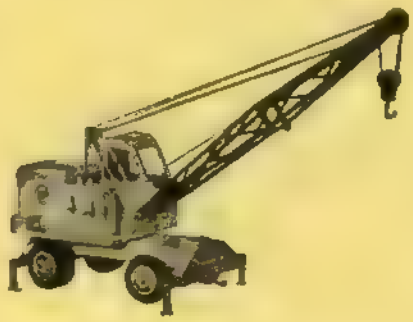
MOBILE CONSTRUCTION DERRICK



Authentic replica of new derricks. Big, easy working control wheels make tower swing 360°, control direction of boom, raise and lower and open and shut clam bucket. Mounted on wide base and oversize heavy rubber track-treads. All heavy gauge steel construction, plated hub caps. Length, boom up 10¾", boom down, 25½"; Width 7¾" and ht. 26". 1 to ship. ctn., 6¾ lbs. Buddy L.

NO. 3737.....EACH $ 6.49
QUANTITY ORDERED _____

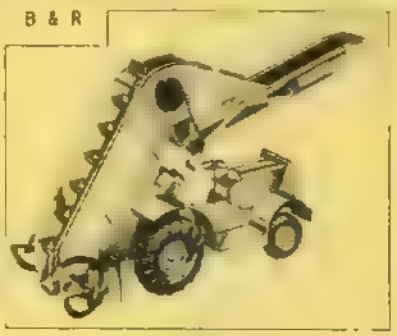
UNIT MOBILE CRANE



Cranks control boom and clam shell. Head jacks add stability. 360° traverse. 12" L.; 19" boom lgth., Wt. 7 lbs. Chas. M. Doepke Mfg. Co.

NO. 2807.....EACH $14.75
QUANTITY ORDERED _____

BARBER-GREENE BUCKET LOADER



One crank activates buckets, spirals', conveyor belt. 2-position pivot action. Front wheels steer. 22" long; wt. 10 lbs. Chas. M. Doepke Mfg.

NO. 2018.....EACH $19.75
QUANTITY ORDERED _____

TRAVELOADER

Strong heavy-gauge steel construction has durable, sprayed baked-enamel finish and big, 3½" diam. Rubber-tired metal wheels. True scale model. Loads continuously from windrows or piles to trucks (such as Tournahopper or Tournarocker) or other dump areas. Powered by hand crank as vehicle is pushed along, 15 shovel blades on a belt continuously gather material and push it on to ribbed rubber conveyor belt. 30" L., 8" W., 10-1/8" H. 1 to box, 12 lb. Wt. per doz. 144 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1800.....EACH $12.59
QUANTITY ORDERED _____

TOURNAHAULER

Strong, heavy-gauge, steel construction has durable, sprayed baked-enamel finish; rubber-tired metal wheels. Crank operated winch operates cable and hook. Rear ramp pulls out and lets down; when pushed in it automatically raises rear stop fence. Front and rear units double-pivoted for complete freedom of action. Rear wheels are separately rocker-pivoted. Platform big enough to carry any other Ny-Lint Scale Model 30½" L.; 41½" L. with ramp extended, 6¾" W.; 6½" H. 1 to box. 6 to ctn.; Wt. per doz. 130 lbs. Ny-Lint Tool & Mfg. Co.

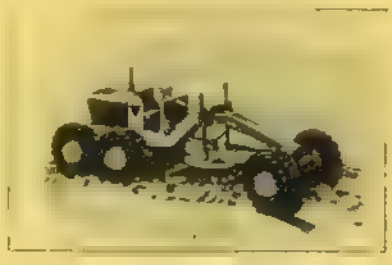
NO. 1790.....EACH $ 8.35
QUANTITY ORDERED _____

ROAD SCRAPER

Metal. Yellow with bright scraper and trimming. Rear wheels are mounted independently. Adjustable scraper. Front wheels operated by steering wheel; rubber wheels. 10¾" L. 1 to box. 1 doz. to ctn., 15 lbs. Hubley Mfg. Co.

NO. 481.....EACH $ 1.89
QUANTITY ORDERED _____

ROADGRADER



Blade can be raised, lowered, tilted, swung either way to 6 positive-lock position. Rear wheels are tandem-pivoted; follow contours just like the real machines. Real action double-knuckle steering gives strong front end. Rugged, heavy-gauge steel construction has durable, sprayed baked-enamel finish. Big steel wheels have 3¾" rubber tires. 19¾" L.; 8" W.; 7¾" H. 1 to box. 6 to ctn. Wt. per doz. 100 lbs. Ny-Lint Tool & Mfg. Co.

NO. 1400.....EACH $ 8.35
QUANTITY ORDERED _____

ROAD GRADER

Color, orange. Front wheels steer, scraper blade rotates, raises, lowers, tilts; 6 heavy duty rubber wheels, floating tandem rear wheels; realistic "Diesel" motor. Ruggedly constructed of 14, 16 and 22 gauge steel. 18" L.; 7" W.; 7½" H. 6 to ctn. Wt. Dz. 61 lbs. Structo Mfg. Co.

NO. 380.....EACH $ 5.49
QUANTITY ORDERED _____

"TONKA" ROAD GRADER

Scale model. Authentic reproduction of common type of road building equipment. Blade rotates and tilts in several positions. 6 big "Jumbo" type tires have heavy treads. 17" long; 6¾" high; 7¾" wide. 1 to box. 6 to ship. ctn., 28 lbs. Mound Metalcraft, Inc.

NO. 600-3.....EACH $ 4.98
QUANTITY ORDERED _____

WOODBURY HARDWARE COMPANY

FISHING KITS — BOW & ARROW SETS — MOTOR SWAT — TRACTORS

OCEAN CITY FISHING KITS

Youth's fresh water fishing outfits. Ever popular, inexpensive. Rod: Solid spring steel, silvered, with metal tip top. Reel: nickel-plated with click drag. Line: 50' coil, 18 lb. test. 6 eyed hooks, spear pointed, size #6, 24 BB "Sinkers"; cork float. Pkg. in attractive display box with gold colored tray. Ocean City Mfg. Co.

NO. 989.....EACH $ 3.95

QUANTITY ORDERED _____

OCEAN CITY FISHING KITS

Youth's fresh water fishing outfit. Rod 2-piece solid spring steel with graduated diameter. Reel: nickel plated double multiplying with click drag. Line: 50' coil 18 lb. test. 6 eyed hooks, spear pointed, size #6; snelled hooks (3); 24 BB "Sinkers", red and white spoon, treble hook, medium sized float; surface plug, red and white with 2 hooks. Pkg. in attractive display box with gold colored tray. Ocean City Mfg. Co.

NO. 981.....EACH $ 5.95

QUANTITY ORDERED _____

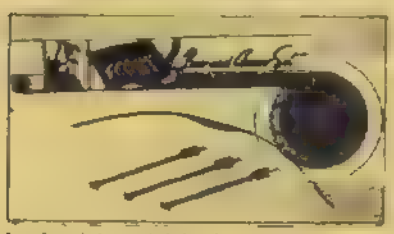
CHIEF WHITE CLOUD BOW AND ARROW SET

48" hardwood bow, built-up handle with colorful grip, nicely painted. Four 18" feathered arrows with suction cup tips. One 16" 4-color target face. Instruction book. 1 to box. 1 dz. to ctn., 30 lbs. Pine Bluff Toy Co.

NO. 24.....EACH $ 3.50

QUANTITY ORDERED _____

THE SCOUT BOW AND ARROW SET



38" hardwood bow with built-up handle, colorful finish. Three 15" feathered arrows with suction cup tips. 1 to box, 1 dz. to ctn., 25 lbs. Pine Bluff Toy Co.

NO. 28.....EACH $ 2.50

QUANTITY ORDERED _____

SUPER TRACTOR

Chain drive (bicycle chain); frame is 18 gauge welded tubing, chain guard completely encloses chain mechanism, buckey type seat is 18 gauge steel; wheels: rear, 10"; front, 8", Chrysler Oilite bearings, semi-pneumatic tires, Chevron tread on rear. Color, yellow. 1 to ctn., 27 lbs. Packed semi-knockdown. F. C. Castelli Co

NO. 881.....EACH $19.95

QUANTITY ORDERED _____

"VESPA" MOTOR SWAT W/TRAINER WHEELS

Seat ht. 21"; overall lgth. 38"; 10" wheels, 10 x 1.50 tires; 6" trainer wheels, color: red and white with chrome trim. 1 to ctn. N.D., 30 lbs. F. C. Castelli Co.

NO. 850.....EACH $24.95

QUANTITY ORDERED _____

All Toys

Described and Pictured

In

This Catalog

are

On Display

In our

Toy

Display Room

CHAIN DRIVE TRACTOR SENIOR

TRS
Tractor Sr. Heavy Duty

28" high; 21" wide; 40" long. New massive front fork with knee action. Adjustable seat on suspension spring for comfort, bucket type, extra large. Solid rubber pedals with plated end caps. 2 ball bearings in front wheel; 2 in rear axle supports, 2 in sprocket assembly. 8" x 1¾" semi-pneumatic front tire; 10" x 1¾" semi-pneumatic, heavy duty tractor type, puncture proof rear tires. Self locking plated caps on pedal rods and front and rear axles. Realistic shifting lever located on hood. Vermilion finish with ivory trim. 1 to ctn., app. 34 lbs. BMC Mfg. Co.

NO. C-926.....EACH $29.95

QUANTITY ORDERED _____

WE ARE AS Close AS YOUR Telephone!

WOODBURY HARDWARE CO. ATwater 9675

T-6C

FAMOUS WHIRL-KING RETURN TOPS

Perfectly Balanced for Easy Playing and Carefully Inspected for Quality

GENUINE TOURNAMENT MODEL FLI-BACK RETURN TOPS

Free Wheeling, Sleeper Type — Will Do All Known Playing Tricks

FLI-BACK RETURN TOPS

Perfectly Balanced Carefully Inspected

CHAMPION SPINNING TOPS

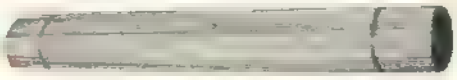
Each Box Contains One Top and One Heavy Gauge Playing String With Button

ALL RETURN TOPS, SPINNING TOPS, AND BALLOONS ALSO PACKED IN ATTRACTIVE DISPLAY BOXES — SPINNING TOP AND RETURN TOP PRICES INCLUDE STRINGS — NOTHING EXTRA TO BUY

CHAMPION SPINNING TOPS

Perfectly Balanced for Easy Spinning Assorted Brilliant Colors

ADVERTISING BALLOONS



BALLOON ASSORTMENTS

Every Balloon Needs a Balloon Stick

RAINBOW BRAND BALLOONS — FINE QUALITY PURE LATEX — FACTORY FRESH

OUR BALLOONS ARE EASY TO INFLATE—CLEAN—SANITARY—EXTRA GOOD WEIGHT

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

You Are Invited To Visit Our Beautiful Display
During March 1953 Toy Fair.
Rooms 907-8-11 New Yorker Hotel.

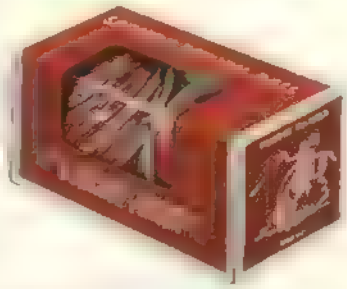
WONDERFUL PLAY VALUE

FAMOUS FLI-BACK PADDLE BALL GAMES

15¢
PADDLE BALL GAMES
Printed in Two Colors
White Smooth Plywood
Sanded Edges
Tied and Wrapped 1 Doz.

25¢
DELUXE BALL GAMES
Brilliant Red
Non-Toxic Plastic Lacquer Finish
Equipped With
1⅝" Rainbow Sponge Ball
Tied and Wrapped ½ Doz.

10¢
PADDLE BALL GAMES
Printed in Two Colors
Smooth Natural Plywood
Sanded Edges
Tied and Wrapped 1 Doz.



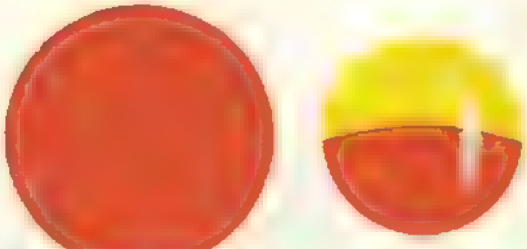
TWIN RETURN BALLS
Size 1⅝"—In Cello. Window Box
Red Gloss and Rainbow

SPONGE RETURN BALLS
ALL SIZES
Plain Red—Red Gloss—Rainbow
Each Ball Individually Wrapped
In Cellophane

Sponge Play Balls from 1¾" up and All Sponge Return Balls Packed in Beautiful Three-Color Display Boxes

ALL SPONGE BALLS MADE OF FINE QUALITY RUBBER — HIGH BOUNCING

Our Sponge Ball Finishes Are All Non-Toxic



SPONGE PLAY BALLS
All Sizes
Rainbow—Red Gloss—Plain Red—Two Color
Packed Solid Colors or Assorted in Beautiful
Three Color Display Box

SPONGE BASEBALLS
Sizes 1¾" - 2" - 2¼" - 2½"
2¾" - 2⅞"
Printed With Baseball Stitch
and Name

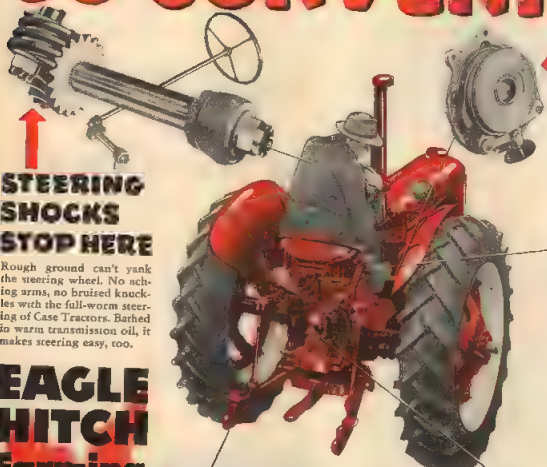
Red Gloss, Rainbow Gloss Finishes Are Also Rubber—Will Not Crack Or Retard Bounce

THE FLI-BACK SALES CORPORATION

HIGH POINT, NORTH CAROLINA

Attractive Counter Display Boxes Sell Toys Faster

You Never Saw a Tractor SO CONVENIENT



STEERING SHOCKS STOP HERE

Rough ground can't yank the steering wheel. No aching arms, no bruised knuckles with the full-worm steering of Case Tractors. Bathed in warm transmission oil, it makes steering easy, too.

New Self-energizing Brakes—of the double-disk type on Models "SC" and "DC" give you sure stops and short turning with a light pedal push. Sealed against dust, easy to adjust from outside.

Constant Hydraulic Control acts instantly, independent of clutch and gear shift. New dual valve available on Models "SC" and "DC"—gives separate control of front and rear or trailing implements.

Constant Power Take-Off on Models "SC" and "DC" starts PTO machines before tractor moves—keeps them going when it stops. Independent of traction clutch, gears, hydraulic control.

EAGLE HITCH Farming One-Minute Hook-Up Sitting Down

Stay right in tractor seat, Claws of Eagle Hitch take hold of rear-mounted plow, disk harrow, roller-packer, Utility Carrier. You slip a pin into depth-control link—and GO! Constant-depth principle of Eagle Hitch pulls plows at consistent depth without frequent hydraulic adjustment.

See for yourself how convenient a tractor can be—how many minutes, how many motions, how much energy it can save you every day. Figure how far it can offset scarcity and high cost of hired help, how much more you can do in the hours gained. See it in action right on your own farm—arrange with your Case dealer now for a personal demonstration.

Besides the big 2-plow "SC" and 3-plow "DC" Eagle Hitch tractors there are eight models in the low-cost 2-plow "VA" Series. Besides the big features mentioned here, they all give you comfortable safety seat, room to stand, heavy-duty engine that pulls full load when slowed down, takes tough spots in stride without tiresome gear shifting.

Eagle Hitch Implements include Break-Away Contour Plows that cut full width on curves, uncouple if they strike stone, recouple by backing tractor . . . all types harrows . . . tool bar implements . . . Utility Carrier that takes lifting out of farm hauling.

SEND FOR FREE CATALOG

For catalog or folders mark here or write J. I. Case Co., Dept. A-51, Racine, Wis.

Eagle Hitch Tractors
☐ 2 plow Model VA ☐ Eagle Hitch Implements
Series
☐ Big 2 plow Model SC ☐ Mighty Model LA" 4-Plow Tractor
☐ 3 plow Model DC

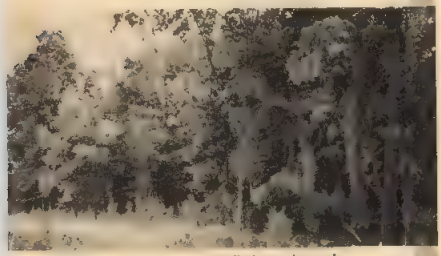
NAME _____

POST OFFICE _____

R.F.D. _____ STATE _____

"Our Cat D2 Tractor made us 90 bushel corn on $30 acre broadback"

... Clarence Brudi, Fort Wayne, Indiana



◆ **BEFORE:** "Here's 40 acres we still plan to clear with our D2 Tractor. It's practically swamp ... so thick we once lost a cow in it."

◆ **AFTER:** "This land was swamp, now we raise 90 bushels of corn per acre, beans go about 35. Our 32 horsepower Cat D2 Tractor and bulldozer did the bulk of the land improvement."

CATERPILLAR

Diesel Farm Tractors

DIESEL ENGINES · TRACTORS · MOTOR GRADERS · EARTHMOVING EQUIPMENT

"Here's how we did it..."

"WE BULLDOZED..."

"First we cleared the land with the Caterpillar D2 Tractor. In 30 days, we cleared better than 50 acres. This included dozing out good sized trees, and a lot of brush. The D2 is a dandy for off-season work."

"WE DUG DRAINAGE DITCHES..."

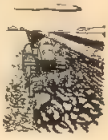
"Where necessary we leveled land and dug ditches. This peat land was so wet it had to be drained. D2 and Dozer are an A-1 combination for earthmoving."

"WE SUBSOILED..."

"We dried the land out by subsoiling. We'd back the subsoiler clear down to the ditch, and work up the hills. This drained the surplus water into the ditches."

"WE PLOWED DEEP..."

"You can bury a wheel tractor in this bottom land, but the broad tracks of the D2 get us through with 4-16s in 3rd gear. Our fuel savings per year are at least $200. The D2 certainly squeezes all the power from the fuel."



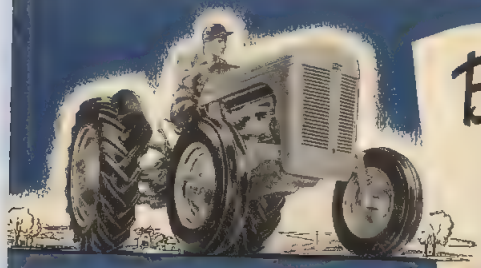
"WE HARVEST AT THE RIGHT TIME..."

"The D2 is tops on the picker and chopper. Many times we work where wheel tractors simply can't. The Diesel tractor has the lugging power, smooth operation and continuous power takeoff that is right for our pull jobs. It's the best all-around tractor we own."

• • •

▶ Take it from Clarence Brudi, and the many other Caterpillar owners. A Cat Diesel Tractor will be your top all-around farm power. Do you have land to clear, fence rows to push, ditches to fill or dig, land to drain, stock ponds to build? Do you have wet spots that slow down plowing and harvesting? Do you want to save 60-80% on fuel costs? You, too, need a Cat Diesel Tractor! See your Caterpillar Dealer today!

CATERPILLAR TRACTOR CO., PEORIA, ILLINOIS



BIGGER

★ in power
★ in performance
★ in economy

THE FAR MORE POWERFUL FERGUSON "30" is the ONLY tractor that can have the famous FERGUSON SYSTEM with Exclusive SSC* SUCTION-SIDE CONTROL

Without question, the most sensational . . . the most talked-about tractor to be introduced in many a year . . . is the far more powerful Ferguson "30". It has established standards of performance that are yet to be equaled . . . by *any* other tractor!

And this performance was largely made possible by the world-famous Ferguson System . . . with exclusive *Suction Side Control*.

If you are thinking of buying a new tractor, we urge you to take this vital step before you buy . . .

Talk to farmers who already have bought the Ferguson "30" . . . who switched from other makes once they saw what *this* tractor could do for them. Talk to the Ferguson Dealer in your community and ask him to explain the vital importance of *Suction Side Control* . . . and to *demonstrate* it!

***THIS BOOKLET TELLS THE STORY**

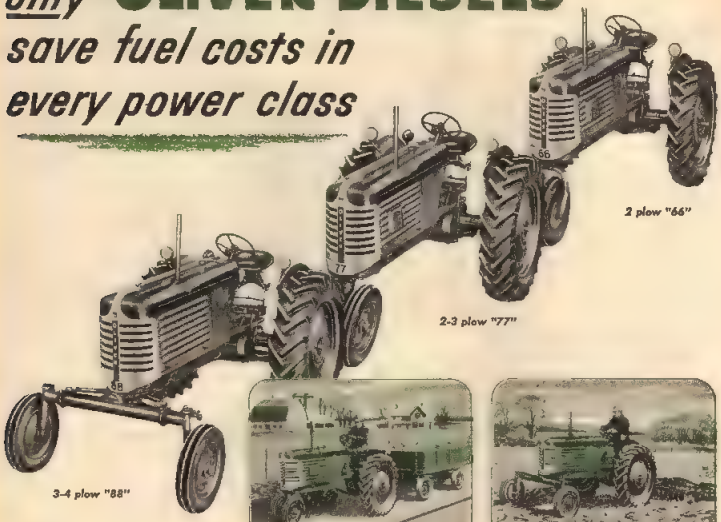
Your Ferguson Dealer has an interesting and informative booklet for you. It is called, *"The Inside Story of the Ferguson System with Exclusive Suction Side Control"*. Ask for your *free* copy and read it from cover to cover. You'll be glad you did! Harry Ferguson, Inc., Detroit 32, Mich

FERGUSON TRACTOR

and 63 Ferguson System Implements

Copyright 1952 by Harry Ferguson, Inc.

only OLIVER DIESELS save fuel costs in every power class



Oliver alone makes all its models with diesel power—from the handy "66" to the 3-4 plow "88". Row Crop, adjustable front, or standard axle.

Olivers are true diesels—they start and run on diesel fuel. Pre-heating unit gives quick cold-weather starts. And a diesel is a brute for *lugging*.

Diesel makes big fuel savings for long-hours operators . . . burns about 6 gallons to 10 with gasoline. Cost-per-gallon is roughly half.

The Diesels, too, bring you Oliver's *Direct Drive PTO*. It's independent of the tractor clutch, saves tiresome shifting and re-shifting.

Your Oliver Dealer knows how fuel costs run in your area. He'll be glad to sit down and figure how much a diesel will save you.

See your **OLIVER DEALER** and SAVE!

THE OLIVER CORPORATION F1-1
400 West Madison Street
Chicago 6, Illinois

I'd like to know more about Oliver Diesels. Please send illustrated booklet on the model I have checked:

☐ 2-plow "66" ☐ 2-3 plow "77" ☐ 3-4 plow "88"

Name.....

City.....*State*.....

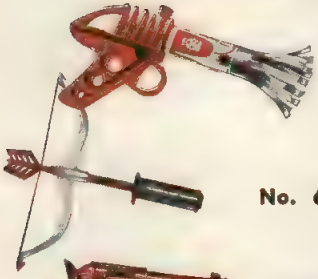
RFD.....*County*.....

at NEW YORKER: 4th Floor, Parlors E & H

AMERICA'S LARGEST SELLING TOYS

No. 80 Yogi the Climbing Bird

No. 550 Spin-Handle Zoomerang



No. 350 Atom Flash Zoomeray

No. 600 Zoomerbow

No. 200 Zoomerang Gun

Tigrett ENTERPRISES

PATENTED PRODUCTS OF QUALITY

66 E. WALTON PLACE, CHICAGO 11, ILL

200 FIFTH AVE., NEW YORK, N.Y

No. 60 Smith-Corona Toy Typewriter

No. 700 Jet Zoom

No. 50 The TOY

No. 800 Zoomermatic

at 200 FIFTH AVE. BLDG: Room 334

She'll walk away with all the honors at the

she's Uneeda's

"Toddles"*

Hair Can Be Combed, Waved
Vinyl Arms Legs and Head

the first and only walking doll with

MAGIC MUSCLE

leg power

STEPS OUT UNDER HER OWN POWER . . . NO SPRINGS . . . NO WINDUP NEEDED.

KICKS HER LEGS WHEN ROCKED . NO OTHER WALKING DOLL CAN.

SITS NATURALLY IN A CHAIR.

See TODDLES at our Hotel McAlpin display

IN NEW POPULAR PRICE RANGES

and she has "PERMA-ROOT" HAIR

NOT GLUED IN . . . BUT SEWN INTO HER HEAD

HAIR CAN'T COME OUT . . . can't even be pulled out. Lock stitching process inside head keeps Saran wig on Toddles permanently.

WASH IT . . COMB IT! . . . Toddles hair can be combed and even washed with toilet soap or regular shampoo.

- Like-real vinyl arms, and head . . . Toddles looks and feels just like a real baby girl!
- High fashion clothes that every little girl will love . . . Toddles outfit is washable too!
- Another Uneeda value leader in the '53 doll parade!

UNEEDA DOLL COMPANY, INC.

PERMANENT Offices and Factory: 425-427 Broome Street, New York 13, N. Y. • WOrth 4-1950
Showroom 200 Fifth Avenue, New York, N. Y. • ORegon 5-0596 • Dan Sklarsky • Sam Sklarsky

SEE "TODDLES" DURING THE TOY FAIR AT THE HOTEL McALPIN ROOMS 1091-1093-1095

REPRESENTATIVES

WEST COAST
FRANK McMILLAN

SOUTHWEST
M. K. (KLIENIE) BOONE

SOUTH
C. S. BURGESS SR.
C. S. BURGESS JR.

MOUNTAIN STATES
WALT. BERGSTROM
TOM GRANT
PETE DILLMAN
BILL HEINRICH
ALLAN WELLS

Morris Sklarsky and Henry A. Sussman Attending.
Pat. Pending

NORTH, SOUTH, EAST OR WEST . . . . '53 Trojan BOATS WILL LEAD THE REST

SPORTSMAN—a sleek, 12 footer whose light weight makes for easy portability and excellent performance with small motors. Available ready-to-paint or in finished form.

SEA QUEEN—Trojan's proudest achievement and the ultimate goal of every small boat owner. Made in 12, 14 and 16 foot lengths with many variations to suit your particular need.

SEA CAPTAIN AND OFF-SHORE ANGLER—Brand new! Smart styling, level riding and seaworthiness seldom found in 14 footers. Top notch quality throughout, yet sell at popular prices.

SEA BEE—A deluxe inboard runabout in every sense of the word. Large enough for outstanding performance and seaworthiness yet light for trailer handling.

FOR FULL DETAILS ON THE '53 TROJAN BOATS VISIT YOUR LOCAL DEALER, OR WRITE FOR FREE CATALOG

A complete, quality line backed by national promotion and advertising.

TROJAN BOAT CO. LANCASTER, PA.

but the mold frames will have to end on top of the apron piece A study of the section sketch through the mold will clear this point.

From Station 2 to the top of the stem the apron piece will have to be split edgewise on the band saw in order to take the curvature of the stem. The stem itself is built up of wood, laminated to the apron piece as shown and is very easy to do if the suggested method is used. The glue can be Weldwood or any waterproof glue. Also, the transom knee and the breast hook should be laminated out of thin pieces. They will be many times stronger this way.

The keel will be 2½ inches by 5½ inches and scarfed into the stem laminations as shown. The deadwood piece in the way of the stuffing box should be at right angles to the shaft and notched into the keel. This places the grain of the wood so that the stuffing box bolts will hold. The shaft hole here will be bored but the long, triangular piece can be built up of four pieces, leaving the shaft hole as a square opening in the middle. The pieces are glued and finished to the same thickness as the keel and the other deadwood.

The top of the keel and deadwood will be shaped as shown on the plans and will be glued to the apron piece and stem laminations, using ¼-inch galvanized through bolts, furnishing permanent clamping pressure. A fiberglass gasket will make a better bearing between the timbers. The bolts should be staggered and care must be taken that none enter the shaft hole. The wood for the above can be any straight-grained hard wood such as Oregon pine.

The transom will be cut out of ¾-inch plywood, exterior type, and be sure to allow for the plastic skin thickness and notch out for the apron piece. It will be mounted with through bolts from the outside of the transom and apron piece through the laminated knee. Lag bolts will be used where the knee overlaps the deadwood.

Frames for the mold will be made out of any available cheap lumber. Build a frame for each station line on the plans. The frames will be notched at the inwales to take the inwale pieces and a nailing strip below it. Also, notch out at the chine for the chine pieces and nailing strips for the mold skin here and at the junction of the apron piece.

The angle of the chine notches will be balanced equally between the bottom and topsides. Note that there are two nailing strips at the inwales, one below for the fiberglass cloth and one above for the mold skin. *(To be continued)*

☆ ☆ ☆

RENDEZVOUS FOR YACHTSMEN IN THE KEYS

Yachtsmen who have visited Ocean Reef Harbor at the north end of Key Largo term it one of the finest harbors in the Florida Keys; a fact that an increasing number of sportsmen are bound to discover this season—since the facilities have been taken over by Ben Atherton, prominent resort operator, and appreciably expanded. Ocean Reef Harbor is only 40 miles south of Miami, by water; it has been operated for the past several years as a private club—now it is entering its first full season as one of South Florida's most unusual and distinctive resorts.

To reach Ocean Reef Harbor, one journeys down the Intercoastal Waterway to Card Sound, thence through Angelfish Creek to Hawkes Channel—and South to the Ocean Reef Yacht entrance. From Hawkes Channel to the sheltered harbor is a clearly marked channel 70 feet wide and six feet deep, at low tide. The harbor has over 3,000 feet of dockage, a turning basin for craft up to 110 feet, gasoline and diesel pumps, one-ton hoist, battery-chargers, recreation hall, rest rooms and showers for yacht personnel, ice house, small stores and all the wanted accessories. As a matter of nautical courtesy, the harbor and dock facilities will be kept open the year 'round.

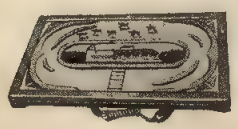
Just completed is one of the largest and safest swimming pools in all of Florida. The hotel and apartment facilities are definitely in the luxurious classification, with the accent on comfort and good decorative taste.

Tudor TRU-ACTION ELECTRIC GAMES

ELECTRIC BASEBALL

The most amazing baseball game ever created. The players actually run the bases—a fielder and a batter—permanently magnetized ball—the batter makes a hit—he starts for first, the fielder picks up the ball and tries to throw him out—double plays—stolen bases nearly every play in baseball. Sturdily constructed, beautifully lithographed metal field 25 x 15¼ in. Operates on AC-DC.

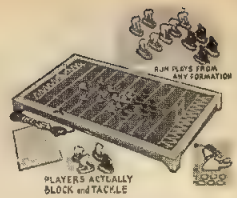
77152A467 ..... **Retail $6.98**



ELECTRIC HORSE RACE

Really Tru-Action. Game cannot be fixed. Every player has a chance at the start of every race. Ideal for the game room. Simulates real track action horse racing. Beautifully lithographed metal track, size 25 x 15¼ in. Complete with 6 colored horse figures, 6 horse shells and 1 die. Operates on AC-DC.

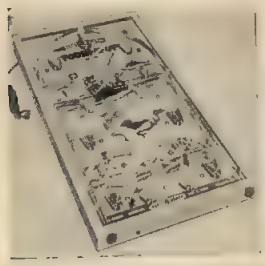
77153A500 ..... **Retail $7.50**



ELECTRIC FOOTBALL

Designed so that a game of football can be played in as near a realistic manner as possible. Ball is actually kicked and passed—players run until tackled—plays can be run from any formation—line plays—end runs—forward passes—field goals etc. Sturdily constructed lithographed metal field. Complete with 22 football figures, 6 felt footballs, goals, etc. Operates on AC-DC.

77151A467 ..... **Retail $6.98**



ELECTRO-MATIC POOSH-M-UP SENIOR—A big game that has everything that the 5c machines have. Push button operated Solenoid "Kickers", 9 electrically illuminated pockets, 2 plungers for extra action, sounding buzzer. Four game versatility. Plays Hi Score, Baseball, Twenty-one and Put-N-Take. Operates on house current 115 V. AC only. Glass covered, strongly built, automatic feed and reload, 15" x 28" x 2½". Select, finely finished wood frame. Metal legs. 1 gold, 1 blue and 9 silver balls.

77099A1265 ..... **Retail $18.95**

Big 5 Poosh-M-Up

Plays 5 different games; Twenty-One, Pennants, Put-N-Take, Baseball and Bagatelle. Automatic feed and reload. Eleven balls. Size 24x14x1½ in. Select wood frame. Folding legs.

77061A250 ... **Retail $3.75**

4 Game Poosh-M-Up Jr.

Select finished wood frame. Folding legs. Ten steel balls. Brightly colored playing field. Plays Put-N-Take, Baseball, Colora and Bagatelle. Size 18x 12x1 in. Glass cover. Automatic feed and reload.

77058A167 ..... **Retail $2.50**

ELECTRIC 5-IN-1 GAME

Colorful translucent plastic domes light up whenever balls enter certain score cups. Operates on two flashlight cells. On and off switch. Safe. Glass cover. Automatic feed and reload. Eleven steel balls. Size 24x14x2 in. Select wood frame. Folding legs.

77062A375 ..... **Retail $5.75**

TABLE TENNIS SETS — Complete with 4 No. 3 ply sand-faced bats, net and post set, 2 balls and rules.

73054A300
Retail $4.50

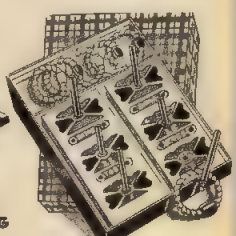
Same as above with 2 bats and 1 ball.

73053A180
Retail $2.75

HORSE SHOE AND RING TOSS

Brilliantly colored and made of plastic. Complete Horse Shoe Game and complete Ring Toss Game. Includes 4 shoes, 4 rings and 2 pegs. Boxed.

7891A86 ..... **Retail $1.29**



RING TOSS—Contains 2 heavy 12 in. long bases in bright colors, 6 enamels posts in graduate sizes and 6 thick rope reams with wood couplings. Litho'd box 12⅜x14x2 in.

74009A133 .. ... **Retail $2.00**

Smaller size with 3 ropes and 4 posts. Box size 15¼x10⅜x1¼ in.

74010A66 ..... **Retail $1.00**

TEN PINS SET—High gloss finish with red tops. Colored balls 2½ in. Pins 2⅜x7 in. Boxed.

74007A230
Retail $3.39

74008A150
Retail $2.25

Similar to above only 2 in. balls, pins 2x6 in.

GAMES PACKED WITH ACTION . . .

PITCHIN' PAL

For ages 8 years and up. Fast action. 4 can play. Patented mechanical Playmate returns the Pitch from any one of 4 openings. Includes mechanical Pitchin' pal, set stick, 2 rubber balls, self-contained Tally and 4 markers in box 20x12x3¾".

7344A275.....Retail $3.95

SPACE PILOT

For ages 8 years and up. From 2 to 4 players. Race through Space to claim Planets. Set includes Inter-Planetary Flying Field, Space Ship, Space Dial, Mileage Chart, 4 Space-O-Meters with Plastic Indicators, 20 Planet Pegs in box 10x20x1¼".

7342A133.....Retail $2.00

SHARPSHOOTER

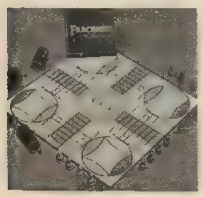
Shooting fun for all ages—2 or more players. Features 2 plastic automatic repeating pistols and unique Target Range that reverses to show mounted Trophy with scoring value, plus rubber band ammunition and 2 support standards in 19x12¼x1½" box.

7343A235 . ... Retail $3.50

CABBY

The game with rules made to be broken. Four can play. Exciting and packed with fun. Consists of 5-color litho'd folding board 18½ in. square when open. Four metal taxi cars, 2 dice, 28 plastic passengers and directions.

73028A117.. Retail $1.75



PARCHEESI

Deluxe heavy folding board, 18¼ x 18½". Box to match board, 6½ x 6¾ x 1¾" contains 4 dice, 16 pawns, 4 dice cups and directions.

7376A150.....Retail $2.25

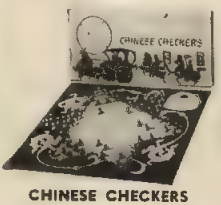
Standard edition of above model.

7379A83—3 N.B. Retail $1.25

BASKET

Shoot the ball from any position on the court. Each player operates mechanically controlled levers which throw the ball at basket. Basketball court, score boards and ball. In box 20 x 12 x 3¾".

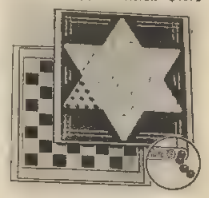
7369A267.....Retail $3.95



CHINESE CHECKERS

With new plastic mandarin pawns in place of hard-to-handle marbles. 15¼x15" full color folding board with 3-color lid wrap and 2-color board back—all with authentic Chinese art decor 60 "Mandarinets" in divided tray—6 colors. Boxed.

7341A66. .....Retail $1.00



Chinese and Regular CHECKERS

2 great games in 1. Metal framed Chinese Checkers and Regular Checkers with 24 Checkers and 60 marbles. The ultimate in design, construction and appearance. Tubular metal frame, 17x18", holds marbles. Complete instructions. Individually packed.

77084A167 . ...Retail $2.49

Foto-Electric Football

Foto-Electric play-viewer with self-contained gridiron. Electric light and cord. Realistic scoreboard, playing chart. Complete set of plays and defenses. Dice in transparent plastic shaker. In box 20 x 12 x 3".

7362A467.....Retail $6.95

Foto-Electric Baseball

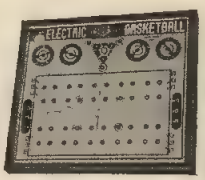
See the pitch—see the ball hit—see the runner sprint—see whether he is safe or out. One hundred possible plays. AC or DC current. Size 20 x 12 x 5 in.

7371A467.....Retail $6.95

JIM PRENTICE FAMOUS ELECTRIC GAMES

ELECTRIC BASEBALL—When ball is hit lights on diamond flash result. Complete with battery. Size 15¾ x 13¾ x 1¼".

75146A200.....Retail $3.00



ELECTRIC BASKETBALL

Four dials for recording scores. Two triple switch panels. One standard flashlight battery operates the six switches and three electric lamps. Deep wood frame is enameled. Size, 15¾ x 13¾". All electric parts sealed beneath wood grained floor. Complete with battery, rules and equipment. Individually boxed.

75144A200.....Retail $3.00

Deluxe Electric Football

More action than ever. Electric motor produces broader range of plays. Complete with transformer, buzzer, lamps and switches. Green lacquered wood frame. Size 22¾ x 14¾ x 2½ in. Plays can be controlled by switches and buttons. Operates on AC-DC.

75176A665..... Retail $10.00

Senior Electric Football

Similar to above only smaller unit Size 19¾ x 13¾ x 2 in. Operates on flashlight batteries.

75178A335.....Retail $5.00

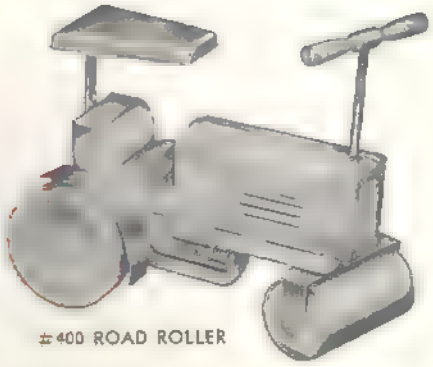
Varsity Electric Football

Operates on standard flashlight batteries. Wood frame 15¾ x 13¾ x 1¼ in

75145A200.....Retail $3.00

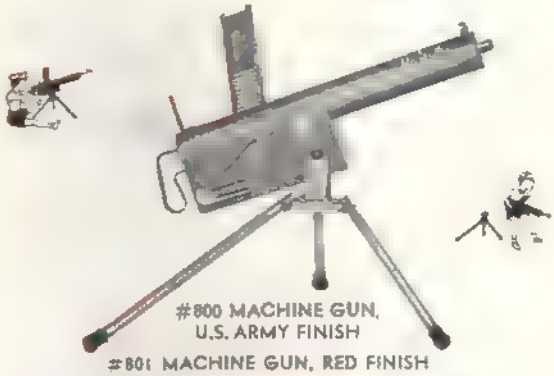
Tru-matic

E. STROUDSBURG, PA.



#400 ROAD ROLLER

#200 ROLLER DIGGER



#800 MACHINE GUN, U.S. ARMY FINISH

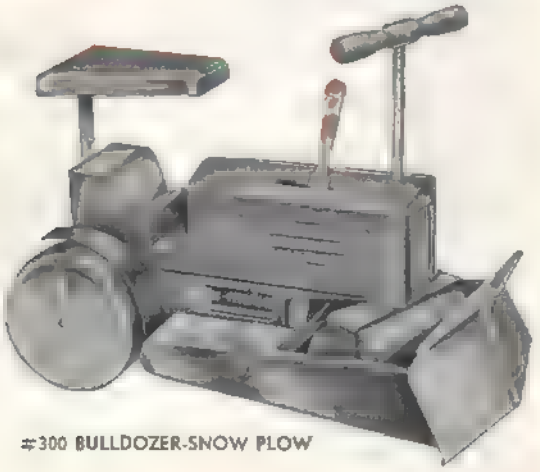
#801 MACHINE GUN, RED FINISH

ALL STEEL

RIDING TOYS

ON DISPLAY **ROOM 409** 200-5th AVE.

They're Better than Ever!



#300 BULLDOZER-SNOW PLOW

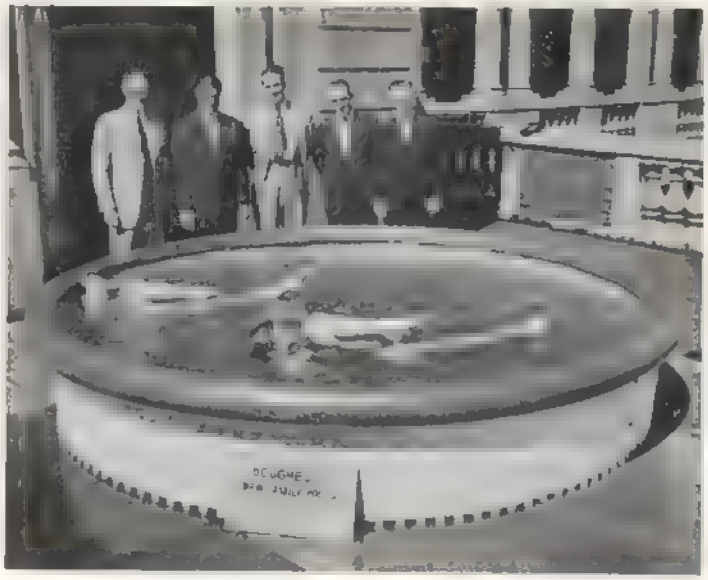
#700 TRACTOR HAND CAR

Write for Illustrated Circular

LEO STRAUSS COMPANY INC. • Sole Representative

200 FIFTH AVE. Room 409 NEW YORK 10, N. Y.

Doughboy's 12' Family Pool



After two years of comprehensive research and testing, Doughboy Industries, Inc., New Richmond, Wisconsin, has begun production on the largest plastic inflatable pool it has ever made. Called the Family Pool, it is described as the practical ($100 retail) answer to the dreams of all those families who have longed for a private swimming pool.

To be unveiled during the Toy Fair, in a special parlor in the Hotel New Yorker, the pool measures 12 feet in diameter and holds 1,600 gallons of water. It is, Doughboy contends, the pool is actually large enough for swimming and shallow diving.

Despite the size and capacity of the pool, the company adds, it is easily portable (51 pounds packed) and can be assembled quickly and safely for setting up on any yard or lawn that is reasonably level, or in any basement.

Made of heavy gauge vinyl plastic, laminated for double strength by Doughboy's exclusive fortiplyed process, the pool is said to be designed for years of dependable service. All seams are heat sealed by the firm's own patented process, an operation that brings the welds up to a strength equal to that of the surrounding material.

The three parts of the pool come neatly packed in a box that measures 18¾ by 18¾ by 24 inches. A slatted sidewall support is unrolled and locked at the ends to form a circle 37 feet in circumference. Upon the top edge is placed a heavy gauge vinyl plastic rim. The one-piece inflatable plastic liner and safety bumper is then unfolded, placed within the retainer wall and rim, and inflated with a pump. The pool is then ready to receive up to 1,600 gallons of water and all the swimmers in the family.

Around the entire top edge of the pool is a huge inflated cushion acting as a safety bumper. A convenient drain permits the pool to be quickly disassembled, folded and stored away until "next time."

During the pre-production testing and trial period, many experts in various fields put their stamp of approval on the new pool. An advance model was demonstrated by Red Cross swimming instructors who acclaimed it as a great advance in the teaching of swimming and water safety.

Acclaim was also forthcoming from a group of well-known swimming coaches and Olympic swimming stars who attended a special preview of the pool.

M. E. MECHNER CO. ADDS TO TOY LINES

"Mac" Mechner, of the M. E. Mechner Company, factory representatives, 200 Fifth Avenue, New York, has announced the addition of "Shaw" Dolls and the new game, "Twist-A-Doodle" to the Mechner family of toy lines.

"Shaw" Dolls, have been on the market since 1924," states Mr. Mechner, "and have the reputation of being among the best lines of low-priced dolls available."

Mr. Mechner also reported the expansion of the "Nucraft" line of steering and rocking animals and musical animal rockers. This line now embraces the "Nu-Zoo" pull toys—the Walkies and Musical Cuddle Bears. Nucraft, according to Mr. Mechner, has, with their new and enlarged factory, the facilities needed to accommodate a greatly increased volume and demands for quick delivery.

The Mechner Company also handles the "Rainbow" line of miniature and character-dolls, the E. J. Kahn & Company line of plastic toys and the Eastern Metal Manufactured Company line of beginners' (adjustable) roller and ice skates.

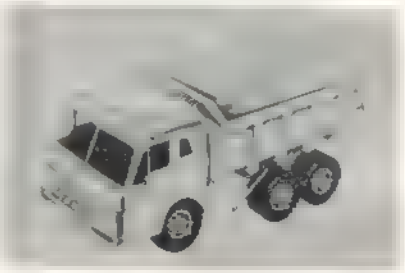
All these lines mentioned are on permanent display in newly decorated Mechner showroom, Room 455, 200 Fifth Avenue, N. Y. During the Toy Fair, displays of these lines will also be shown in Rooms 440 and 535 in the Hotel McAlpin and New York, respectively.

NEW TRU-MINIATURE TOYS FEATURE MOTOR PLAY VALUE

An exclusive high-powered motor will drive the 1953 miniature Plymouth sedan, according to Vern Hanson, sales manager of the Product Miniature Company. He states that gears driving the truly balanced horizontal flywheel are precision die cast for smoother running and longer life.

The new Spin-Torque motor will also be used in other mechanized toys manufactured by the company.

Two brand new Tru-Miniature Diamond T truck lines will also have motor play value, says Mr. Hanson. In both the



dump truck and the truck and van, the miniature motor head and cylinder block lift out for make-believe engine repair. Trucks have lever-release cabs which tilt forward, showing the motor.

Both Diamond T trucks are 1953 cab-over-engine models. The Miniature dump truck also illustrated herein has a gravel box which dumps like the real truck. Four sets of dual tandem drive wheels give step-over action on bumpy roads. The dump truck is 10 inches long and 4½ inches high.

Junior freight haulers figure to go for the realistic Diamond T truck and van. Van doors open to vast cargo space. This truck and van is 18 inches long, 5½ inches high, and is built and colored to Diamond T specifications.

These new Tru-Miniatures can be seen at the Toy Fair in three locations—Rooms 809 and 708 at the Hotel New Yorker and Room 209, the 200 Fifth Avenue Building.

SHEPHARD TOYS APPOINT MAKEPEACE

Shephard Toys, Medina, Ohio, have recently appointed W. H. Makepeace and his son, Bill, 1321 Michigan Avenue, Cincinnati, as representatives for the states of Ohio, Michigan, Kentucky, West Virginia and Western Pennsylvania.

The Messrs. Makepeace are looking forward to showing their many friends this quality line, with its many new 1953 numbers, on their next trip through their territory.

J. N. Adam & Co. Has 72nd Anniversary Sale

J. N. Adam & Co., Buffalo, N. Y., generated good pre-Christmas action in its toy department with a doll and carriage special that was a feature of the store's 72nd anniversary sale.

The store offered a 15 inch latex doll, complete with folding steel carriage for $4.98. Regular price is $7.98. The merchandise was exclusive with J. N. Adam & Co.

Mail and phone order response resulted from a newspaper ad which featured photos of the doll and carriage. Ad copy read:

"Usually, you'd pay much more for this terrific combination. The adorable, washable latex doll has a moulded vinyl head and glassine eyes, coo voice and pique jumper dress. The Fold-Away stroller is 17 inches long, 22 inches high and is made of bright red and yellow vinyl plastic plaid, folds up for easy storage."—G.T.

♦

Spiegel Christmas Book

A $50,000 contest to find a name for Walt Disney's new bear is announced in the *Spiegel Christmas Book*, mailed October 1 to customers all over the country by Spiegel, Inc., Chicago, Ill.

The catalog has 236 pages, including 80 in color.

There are special promotions on men's jackets from Korside, the new vinyl plastic; children's "name" gifts; mud and snow tires; and bonus offers of dolls, cookbooks and knife sharpeners with small electric appliances and cookware items.

Shown here for the first time are the Bible on phonograph records, a high-fidelity 3-speed phonograph, dolls with "rooted" hair that can be washed and curled, a submarine toy that sinks a ship, birds that walk up the wall and many toys and costume suits reflecting the younger set's taste in TV and radio programs.

GONG BELL TOYS
in
NOVEMBER 23rd
LIFE

An unbeatable combination—the toys all American children love on the pages of the magazine all America reads—Gong Bell Toys in *Life* Magazine.

Be sure to see the November 23rd issue of LIFE.

Year in, year out, year 'round —
Gong Bell Toys, BIG for Little Children

THE GONG BELL MFG. CO.
EAST HAMPTON, CONN.

Sales Office: Suite 316–318, 200 Fifth Ave., New York, N. Y.
Export Agents: Guiterman Co., Inc., 35 So. William St., N. Y. 4, N. Y.

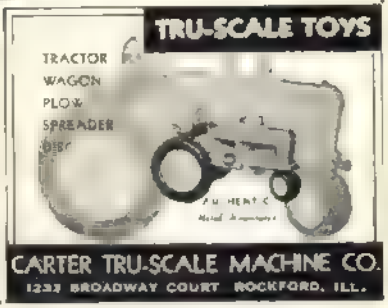
M. D. Foster
3529 Gasper Drive
Dallas, Texas
Texas-Arkansas Louis and Kansas Dallas, Texas

Mr. M. D. Foster, Factory Representative for Tru-Scale Toys, says:

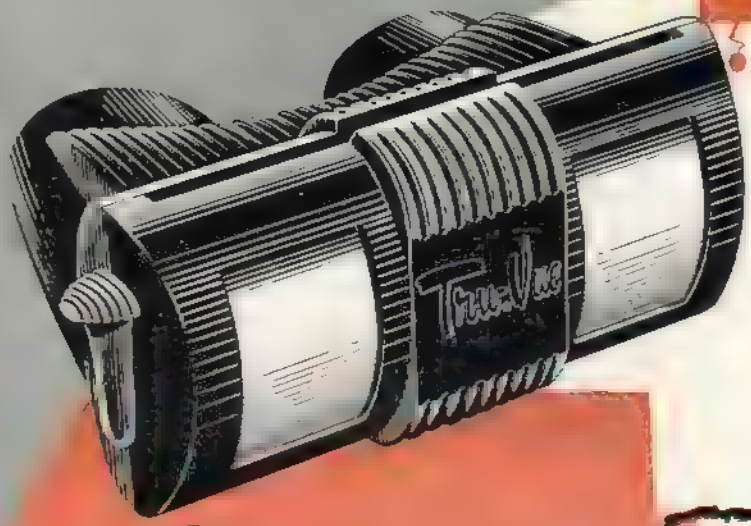
"Just look at this Disc Harrow! Over eighty parts, all working together to make people happy!"

P404 TRU-SCALE DISC-HARROW

Every prospective farmer wants a Tru-Scale disc harrow to complete his set of farm toys. The bright red frame and blue steel discs catch the eye. Riveted and welded frame . . . fully adjustable. Length 8½; Width 6¾, Height 1½; Shipping weight—8 pounds



CARTER TRU-SCALE MACHINE CO.
1233 BROADWAY COURT ROCKFORD, ILL.



Tru-Vue® is new all NEW!

New Low Prices
VIEWER $1.49
FILM . . . . . 29¢ EA.
THREE FOR ONLY 85¢
FAIR TRADED

The NEW management of the NEW Tru-Vue Company is proud to present a superb NEW three dimension viewer...magnificent new Tru-Vue color film...a complete new library of film subjects for every age.

NEW 3 DIMENSION VIEWER

Even the smallest child can use this new viewer with ease. Just insert film card at the top. Push down lever to change pictures. Remove card at bottom.

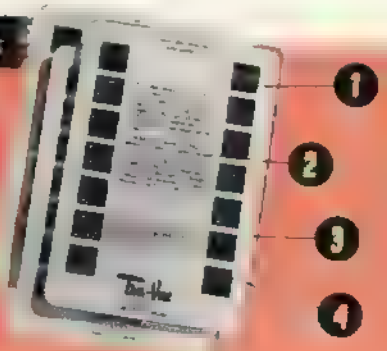
LOOK AT THESE PLUS FEATURES

1. New convex window design gathers one-third more light. No neck craning, no arm raising to find sufficient light.
2. Shorter lever stroke makes viewer easier to operate.
3. The interocular distance of the lenses provides comfortable viewing for both children and adults.

NEW SENSATIONAL COLOR FILM...

NOW! Tru-Vue brings you color in three dimensions, using one of the greatest advances in color production.

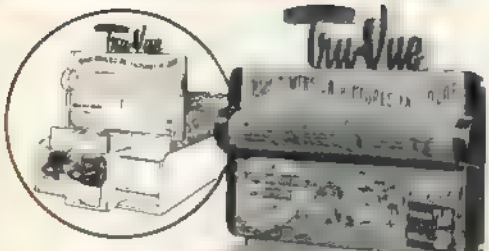
1. Titles on film can be read without the inconvenience of removing viewer from eyes.
2. A brief story of the film is printed on the film card.
3. Film requires little storage space.
4. Tru-Vue picture is larger than any competitive three dimension picture regardless of price. Seven views to card.



. . . NEW EYE-CATCHING PACKAGES

New Tru Vue packages attract, tell a powerful story, make the sale. Created for today's self-service merchandising, Tru-Vue Packages score high on impulse sales.

ADVERTISING. Tru-Vue is happy to announce an aggressive National advertising campaign in the Saturday Evening Post, Boy's Life, Parents' Magazine and other media.



A GREAT NEW SELF-SELLING DISPLAY...

Available to all dealers is this handsome new display. It is a two-fisted salesman built for this age of self-service. Does everything but make change.

THIS DISPLAY IS FREE WITH MINIMUM INITIAL ORDER

- Features leading film subjects.
- Reversible for clerk service.
- Colors scientifically chosen for maximum visibility, yet blend with the most conservative color scheme.

FOR DETAILS
WRITE, WIRE OR PHONE

Tru-Vue COMPANY
P.O. BOX 308
BEAVERTON, OREGON

The first name
in pre-school toys

HOLGATE TOYS

train as well as entertain

Famous Holgate Toys are in constant demand because they have proved so effective in child development.

Holgate's complete line covers the child's growing needs from 6 months to 8 years. Approved by pediatricians and educators.

Easier to sell because Holgate advertising pre-sells your customers!

HOLGATE BROTHERS CO., Kane, Pa.

Offices and Showrooms in
NEW YORK: 200 FIFTH AVENUE
CHICAGO 1424-A MERCHANDISE MART
SAN FRANCISCO: 1355 MARKET STREET
DALLAS, 326 MERCHANDISE MART

Rope in Big Profits with New

usalite

ROY ROGERS
and TRIGGER
SIGNAL SIREN
FLASHLIGHT

No. RR-22
Two Cell

BLOW ON END CAP FOR SIGNAL SIREN

- Roy Rogers and Trigger in full color
- 2 cell top-quality focusing spotlight with candle light feature
- Thrilling "Signal Siren" in bottom end cap
- 3 way switch for steady light
- Flasher button for "Code Signaling"
- Easy bottom loading
- **FREE** Secret Roy Rogers and Morse Codes packed with every flashlight

Room 632 HOTEL NEW YORKER AMERICAN TOY FAIR

Packing—12 USALITE NO. RR-22 Roy Rogers Flashlights each attractively boxed. One FREE self-selling, colorful counter or window display. Write for details today!

Feature USALITE No. 75 LP LEAK-PROOF Batteries —Guarantee on Every Cell.

UNITED STATES ELECTRIC MFG. CORP.
Factory Executive Offices: 222 W. 14th St., N. Y. 11, N. Y.
Branch: 323 W. Polk St., Chicago 7, Ill.

ALL THE BEST WORD GAMES ROLLED INTO ONE

SCRABBLE®

See You At The Fair!

Yes, we'll be there to thank everyone who in 1952 helped make SCRABBLE the game-sensation of America.

There's been talk and talk—now just walk into Room #430 at the Hotel McAlpin and learn about our plans first hand.

If you've never played a game let us show you how. See for yourselves why from coast to coast they talk about SCRABBLE. See you in Room #430, Hotel McAlpin.

Production & Marketing Corporation, Newtown, Conn.

Veteran of 2 Wars

ORIGINAL OUIJA

WILLIAM FULD

P.O. Box 1193, Baltimore 3, Md.

» » » The Largest Mask Manufacturers in the World

OUR 82ND YEAR

MASKS—PAPER HATS

NOISEMAKERS • SERPENTINES • CONFETTI

DESSART BROTHERS, INC.

Masquerade, Carnival and Party Goods

45 Irving Avenue, Brooklyn 37, N. Y. - Arthur Frey, 200 Fifth Avenue, N. Y. C.

TO BOOST YOUR SPRING AND SUMMER SALES

ACME BRAND TOY PISTOL CAPS

For Automatic and Single Shot Guns—Sure Firing Extra Loud Caps

LEADER BRAND SPARKLERS

Dazzling display for the Fourth of July or any other occasion

Available in many sizes and colors

We manufacture and distribute a complete line of commercial and display Fireworks! Send for illustrated catalogs.

ACME SPARKLER & SPECIALTY

Div. of Acme Fireworks Corp.

RIVER GROVE, ILL. (SUBURB OF CHICAGO)

See our display—Booth 128 at N A T D Convention March 15th to 20th Convention Hall, Atlantic City, N. J.

ELSEWHERE

At The Toy Fair—March 9th to 18th Room 1057, Hotel New Yorker, New York City

GOOD STUFF

ELKA

PLUSH — FUR — AND MUSICAL STUFFED ANIMALS OF UNIQUE AND EXQUISITE QUALITY

30 WEST 24th ST. • NEW YORK 10, N. Y. • OR 5-9060

TOY FAIR: ROOM 1053 at the McALPIN

PLAYTHINGS

71 West 23rd St. — New York 10, N. Y.

AUDITED PAID CIRCULATION ABC

ORegon 5-2140

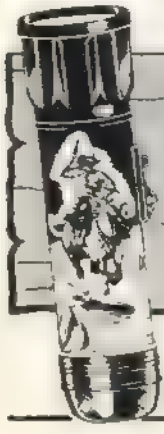
★ ★

AMERICA'S LEADING

★ ★

TOY TRADE JOURNAL

ROUND UP BIG PROFITS!



Lone Ranger

SIGNAL SIREN FLASHLIGHT

usalite®

Room 632 — Hotel New Yorker

U.S. ELEC. MFG. CORP. 222 W. 14th St., N. Y. 11

Official Space Patrol
Auto-Sonic Rifle

Pat. Pend

At last! after years of research—a new, exciting Rifle! Just cock it—aim it—and fire! A Space Patrol Cadet version of Dad's rifle. Holds from 1 to 6 corks. Precision-engineered mechanism makes big, loud BANG, even without corks. Exclusive aiming sight! Sturdy construction in 2-tone red and black streamline design. Self-selling display box includes rifle and large bag of 20 corks. Another official "Space Patrol" toy that'll make your sales sky-rocket!

Suggested retail **$3.98**

(refill bag of 20 corks 29¢)

Visit us at the Fair — Room 914, Hotel New Yorker

FLYING SAUCER GUN

Another famous item — with three flying saucer tops! Colorful self-display box.

"Tonga and Commander Buzz Corry" of National *Space Patrol* radio and TV fame!

ROCKET-JET WATER GUN

Still tops by popular demand! Non-rusting, non-clogging. Long water supply, rugged service. Suggested retail **39¢**

* *Thanks to all who patiently awaited back-orders during our recent shortage due to tremendous orders for this gun!*

Our thanks to those who have shown faith in the integrity of our company by placing advance orders for the new "Auto-Sonic Rifle," at an undetermined cost.

Don't miss our other popular toys at the show — Heli-top-ter Calif. repeater top, Cosmic Phone Set, and the official "Space Patrol" Rocket Gun!

ROOM 914
New Yorker Hotel

U.S. PLASTIC CO.

MAKERS OF BETTER TOYS THROUGH BETTER ENGINEERING

PASADENA 8, CALIFORNIA

CALIFORNIA FIESTA STYLE PLASTIC TEA SETS

WITH STERLING SILVER-TONE TABLEWARE

No. 575—Suggested Retail $3.00

LITTLE MISS CINDY TEA SET

Service for 6
Packed 12 sets per carton
Carton weight 16 lbs.

No. 525—Suggested Retail $1.00

HOLLYWOOD TEA SET

Service for 2
Packed 24 sets per carton
Carton weight 12 lbs.

No. 550—Suggested Retail $2.00

LITTLE MISS CINDY TEA SET

Service for 4
Packed 12 sets per carton
Carton weight 13 lbs.

OUTSTANDING IN VALUE — These beautiful "California Fiesta-Style" tea sets of Desert-tone plastics. Coral, chartreuse, turquoise and grey colors in each set—with Sterling Silver-toned knives, forks and spoons. They are outstanding in attraction and value. Priced to sell in volume . . . make cash registers ring all over the country for greater profits.

NEW! THOMPSON AUTOMATIC SUB-MACHINE GUN JR.

NO PUMPING . . . SHOOTS AS FAST AS YOU PULL THE TRIGGER

Shoots 25 Harmless PLASTIC BALLS

No. 475—Suggested Retail $5.00
(25 plastic balls with each gun)
Packed 1 doz. per carton
Carton weight 18 lbs.

This is a replica of the Thompson Semi-Automatic Sub-Machine Gun now being used in the armed service. It is durably constructed of HIGH IMPACT STYRON with metal moving parts . . . practically indestructible. Its beautiful individual display box has a target printed on it with a hole in the center. This is a terrific item.

SHOOTS 10 HARMLESS PLASTIC PELLETS AS FAST AS YOU PULL THE TRIGGER.

LUGER AUTOMATIC

No.425—Sug. Retail $1.50
Packed 1 doz. per Display box
Packed 6 doz. per carton
Carton weight 36 lbs.

WES-KO PRODUCTS LOS ANGELES 23, CALIF.

She'll walk away with all the honors at the

TOY FAIR

she's Uneeda's

"Toddles"

the first
and only
walking doll with

MAGIC MUSCLE

leg power

ADVERTISED IN LIFE

See TODDLES at our Hotel McAlpin display

STEPS out under her own power . . . no springs . . . no windup needed

KICKS her legs when rocked no other walking doll can

SITS naturally in a chair.

IN NEW POPULAR PRICE RANGES

and she has PERMA-ROOT HAIR

not glued in . . . but sewn into her head

HAIR CAN'T COME OUT

. . . can't even be pulled out. Lock stitching process inside head keeps Saran wig on Toddles permanently

WASH IT . . . COMB IT!

Toddles hair can be combed and even washed with toilet soap or regular shampoo.

- **Like real vinyl arms, legs and head... Toddles looks and feels just like a real baby girl!**
- **High fashion clothes that every little girl will love... Toddles outfit is washable, too!**
- **Another Uneeda value leader in the '53 doll parade!**

Representatives

WEST COAST
FRANK McMILLAN

SOUTHWEST
M. K. (KLIENIE) BOONE

SOUTH
C. S. BURGESS SR.
C. S. BURGESS, JR.

MOUNTAIN STATES
WALT. BERGSTROM
TOM GRANT
PETE DILLMAN
BILL HEINRICH
ALLAN WELLS

UNEEDA DOLL COMPANY, INC.

Offices and Factory: 425-427 Broome Street, New York 13, N. Y. WOrth 4-1850
Permanent Showroom: 200 Fifth Avenue, New York, N. Y. ORegon 5-0996

Dan Sklarsky - Sam Sklarsky
Morris Sklarsky — Henry A. Sussman

SEE "TODDLES" DURING THE TOY FAIR at the HOTEL McALPIN ROOMS 1091-1093-1095

Patent Pending

UNITED SPECIALTIES OF BIRMINGHAM, INC.

BIRMINGHAM, ALABAMA

No. 30 LITTLE GIANT

ALL STEEL TOY WAGON. BODY, 15 x8"x2" one-piece fully curled edges. WHEELS 4" all steel. Body red, Undergear green. PACKED, 2 in a carton. 30 lbs.

No. 40 DIXIE JUNIOR

BODY 21¾" x 13¾" x 2½" streamlined with fully curled edges. WHEELS 5" in diameter with 2" rubber tires. FINISH red enamel Body and Wheels, forest green Undergear. PACKED 6 in a carton. 37 lbs.

DIXIE FLYER LINE

Wagons are nested stacked for display without special racks.

No. 55-A DIXIE PRIDE

STREAMLINED MIDDLE SIZE WAGON. BODY 28" x 14½" x 3¾" with fully curled edges. WHEELS 7-inch disc with sleeve bearings and rubber tires. TONGUE new one-piece construction. FINISH Body and Wheels red. Undergear forest green. PACKED 1 in a carton, 16 lbs.

No. 95 DIXIE CLIPPER

STREAMLINED DE LUXE FULL-SIZE WAGON. BODY 35" x17½" x4¾" with fully curled edge. WHEELS, double disc with Nylon Steel weatherproof bearings white sidewall rim and 10"x1¾" molded rubber tires. NEW one-piece Handle Tongue and Clip. FINISH, Body and Wheels bright red. Undergear forest green over baked enamel. PACKED one in a carton. 29 lbs.

SEE NEW 1953 LINE AT

NEW YORK TOY FAIR DISPLAY

New York Office
Julius Levenson, Inc.
7 East 17th Street

Hotel New Yorker
Rooms 1161-1162

UNITED SPECIALTIES OF BIRMINGHAM, INC.

BIRMINGHAM, ALABAMA

No. 120 SENIOR SCOOTER

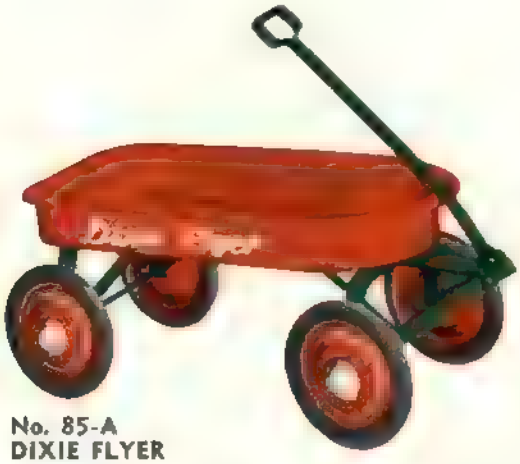
De Luxe Scooter. Assembled 41½" long, 33" high. EQUIPPED with Parking Stand, Brake and Rubber Grips. WHEELS with 10"x1¾" molded Tires and special "Oilite" Bearings. FINISH, red enamel. PACKED one in a carton, 15 lbs.

No. W-80 TOY WHEELBARROW

BODY, one-piece stamping, 15" x 12" x 3". WHEEL, 7" with ½" rubber tire. FINISH, oven-baked enamel, bright red and forest green. PACKED 12 per carton, 58 lbs.

No. 101 JUNIOR SCOOTER

Sturdy Stamped Steel Scooter. Assembled size 34¾" long, 27¾" high. Parking Stand and Rubber Handle Grips. WHEELS with Sleeve Bearings and 7"x¾" Rubber Tires. FINISH, red baked enamel. PACKED six in carton, 45 lbs.



No. 85-A DIXIE FLYER

Standard large size Wagon. BODY, 35"x17½"x4¼" with fully curled edges. WHEELS, double disc with Nyon-Steel weatherproof bearings and 10"x1¼" molded rubber tires. New one piece Handle, Tongue and Clip. FINISH. Body and Wheels bright red. Undergear forest green oven-baked enamel. PACKED one in carton, 26 lbs.

No. 295 ROCKET SIX-WHEELER

BODY 36"x16"x11¼" including removable stakes. Tie-rod construction. Hardwood throughout, water-proof plywood bottom. WHEELS, white side wall disc with 10"x1¾" molded Tires, and "Nyl-On-Steel" bearings. FINISH: Body clear varnish. Stakes red varnish. Wheels red enamel. Undergear, green enamel. Packed one in carton. 44 lbs.

No. 195 ROCKET FOUR-WHEELER

Same as No. 295 except 4 Wheeler. Weight 37 lbs.

LINE OF SAMPLES ON DISPLAY AT

NEW YORK OFFICE
Julius Levenson, Inc.
7 East 17th Street
New York 3, N. Y.

SOUTH
Louis Williams & Co.
Third National Bank Bldg.
Nashville, Tenn.

WEST COAST
Glen B. White And Associates

Los Angeles Office
1151 So. Broadway

San Francisco
1355 Market St.

Portland Office
P. O. Box 622

Hi... and a very Merry Christmas everybody!
love Ginny

THANK YOU FOR YOUR COOPERATION

To all of you who have helped to make this the most successful year in our history, we wish to express our sincere appreciation. Your splendid cooperation has been most gratifying. As we look forward to next year you have our assurance that we shall continue to be first with new ideas to stimulate your sales in 1954.

Jeanne and Virginia Graves

Vogue Dolls, Inc.

NEW YORK OFFICE AND SHOWROOM
at 200 Fifth Avenue, Room 808
FACTORY AND MAIN OFFICE
at 32 Ship Avenue, Medford 55, Massachusetts

P.S.
I know you'll love me even more
in nineteen hundred fifty-four
Ginny

and no wonder — just read her reviews!

To revert to dolls for a moment. Last month Mandel Brothers allocated one entire Madison Street show window to a display of miniature dolls—something the large department stores very rarely do. A sign fastened to the window greeted passersby with this announcement: "Hi! I'm Ginny. I Vogue doll and the fashion leader in miniature doll society. I have fifty outfits for you to select from. I'm unbreakable plastic and you may wet set me with my hair and you may wash me. I am just $1.98 in panties and slippers. Outfits $1 to $2.98." This really must be a doll year.

J. J. Catalano, toybuyer with Loveman, Joseph & Loeb, Birmingham, Ala., has had a most successful sale on Vogue dolls. With the splendid help of Joe Apolinsky, head of the display department at Loveman's, who designed one of the most attractive displays ever seen. The window was a real traffic-stopper, and although used only three days, the sales were so great that at the end of the first day the entire stock had disappeared. It was thought that the stock was sufficient to take care of an entire week. Sales continued, and at the end of a week, orders were accepted only with a 60-day delivery date.

The promotion was only one of the many successful ones that Mr. Catalano had supervised in his many years in the toy field.

Reprint from
WALL STREET JOURNAL
October 9, 1952

TOY TRENDS: As Yuletime approaches, retailers are picking out "hot" items.

One of the fastest selling dolls in this country is one (dubbed the Vogue Doll) that does not walk, talk, wet or wail. But it comes equipped with an extensive wardrobe so that the owner can have a lot of fun dressing and undressing it for special occasions.

Vogue Dolls, Inc.

COME SEE GINNY AT THE TOY FAIR—
ROOMS 960, 961, 962—HOTEL NEW YORKER

FACTORY AND MAIN OFFICE
at 33 Ship Avenue, Medford 55, Massachusetts

Permanent Showroom 200 Fifth Avenue, Room 808

ERLACH-LEE COMPANY, 1355 Market St., San Francisco 3, Cal.
FREEMONT BROS., 7301 N. E. 5th Ave., Miami 38, Florida
MRS. E. D. LEAVITT, 1522 Merchandise Mart, Chicago, Ill.

MONARCH LAWN MOWERS - Made by HEINEKE & CO.

(A) MONARCH 24-INCH POWER MOWER is powered by a 2 hp. Briggs & Stratton air-cooled, 4-cycle governor controlled engine. Designed for extra big mowing jobs with 12-in. wheels, semi-pneumatic tires, dual clutch. Dual idler pulley clutch, floating tubular steel handle with rubber grips. Wt. 180 lbs.

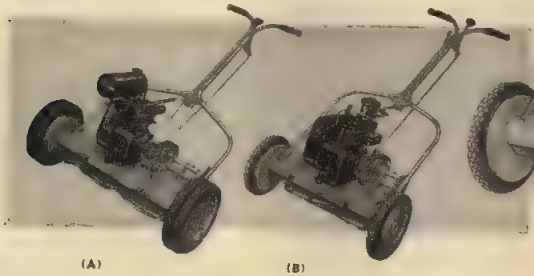
4502B14230 . . . . . **Retail $189.75**

(B) MONARCH 18-IN. POWER MOWER is the low cost power mower for home, estate, or park. Precision made with Timken bearings, grease fittings, and heavy gauge steel construction. 10½-in. pinion gear wheels, semi-pneumatic wheels, sectional roller. Powered by a 1.1 hp. Briggs & Stratton air-cooled motor, governor controlled. Wt. 130 lbs.

450B8185 . . . . . **Retail $109.10**

(C) MONARCH 21-IN. POWER MOWER is the outstanding power mower in its field. Packed with power-plus, this rugged, dependable lawn mower is powered by a 1.6 Briggs & Stratton engine; easily cuts a 21-in. swath. Floating steel handle, 10½-in. wheels, pinion gears. Top performance from Timken bearings on ¾-in. chrome steel-reel shaft; bronze bearings on wheels and jack shaft; and Alemite grease fittings for easy lubrication. Positive fingertip clutch and throttle controls. Five self-sharpening heat treated steel reel blades. Tempered steel bed knife, semi-pneumatic tires. Wt. 140 lbs.

4501B9280 . . . . . **Retail $123.75**



(A) (B)

(C)

(D) (E)

VOLLRATH ROTO-POWER MOWERS

For home or farm, the Vollrath Roto-Power Mower is built to do the job. Won't dig in or cut turf. Trouble-free motor needs no oil change; direct drive with no belts or pulleys. Motor and other moving parts are protectively covered. Trims right up to trees, sidewalks, shrubs, fences, etc. All steel construction, lightweight direct drive. Tubular steel handle with rubber grips. Ball-bearing rubber tired wheels; non-chip paint finish.

(D) Makes a full 21-in. cut. 2.25 hp. 2-cycle gas engine. Wt. 64 lbs.

455DB9785 . . . . . **Retail $129.50**

(E) Makes a full 16-in. cut. 1.2 hp. 2-cycle engine. Wt. 44 lbs.

454B86645 . . . . . **Retail $87.95**

24" LAWN SWEEPER

Cleans lawns faster and better than six people raking. Extra large capacity—holds 6½ bushels.

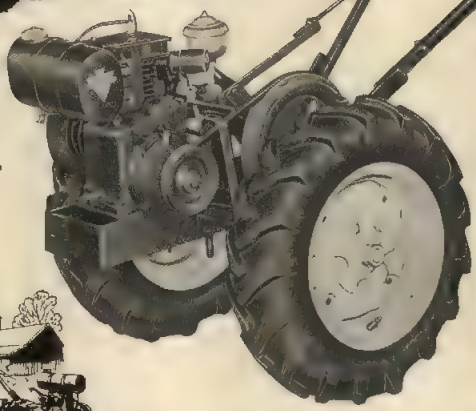
A well-built lawn sweeper with extra large basket capacity—holds 6½ bushels. Adjustable brush. Picks up leaves, acorns, grass, clippings and other foreign articles. Sturdy bumper ball protects sweeper. Replaceable heavy canvas. Large rubber grip. Reel brush revolves on ball bearings. Basket unloads completely and easily—no clogging of brushes. Comes completely assembled. Folds for easy storage. Ship. weight 62 lbs. F.O.B. Iowa.

454-1D3078
454-1DK2963—2 or more . . . . . **Retail $39.50**

Springfield GARDEN TRACTOR

A REAL FARMER'S TRACTOR

. . . Yet Versatile Enough for Estates, Clubs and Homes



2 MODELS . . . 2 H. P. and 3 H. P.

All Attachments Fit Both Models

Extra Convenience! Extra Power!

GARDEN TRACTOR—An outstanding value! Feature-packed from wheels to handle. Rugged! All steel welded frame, integral gear box and heavy duty engine assures less maintenance and trouble. No nuts and bolts on frame to shake loose. Does everything a tractor is supposed to do because it can be equipped with a full line of front and rear attachments. It's so easy to operate. Tractor turns merely by lifting the handle bars. To stop quickly—just release the clutch. Has the famous 'Quick' Hitch. Rear hitch is a simple drop pin. Front hitch is a square shank bolt with a wing nut. Has simplified power takeoff. No special speed reducer needed to operate tractor in connection with corn shellers, water pumps, air compressors, buzz saws, sprayers, cream separators, power generators, milking machines, etc. Gearbox is integral part of engine to assure smoother starting and longer belt and engine life. There is no stream on crankshaft. Has throttle on handlebar, oil type air cleaner, centrifugal type governor. Full Cord starter; 2 forward speeds and variable width wheels. Motorcycle #50 chain drive.

2 H.P. MODEL—Has 5x12 tires. Holds 2 quarts of gasoline. Clearance height 10 in. Ship. Wt. approx. 195 lbs. F.O.B. Ohio.

4575D13463.....**Retail $179.50**

3 H.P. MODEL—Has 6x12 tires. Holds 3 quarts of gasoline. Clearance height 11 in. Ship. Wt. approx. 225 lbs. F.O.B. Ohio.

4576D17962.....**Retail $239.50**

Time-Saving Work-Saving ATTACHMENTS

6½" PLOW—Pitch and depth easily adjustable without wrenches and without stopping plow. 'Quick" hitch enables plow to run straight even when one tractor wheel is in furrow.

4579D2213.....**Retail $29.50**

DISC HARROW—Two, 4-blade gangs, adjustable to draw dirt away from row or throw it in. 12" heat-treated discs—oiled, hard maple bearings. Prepares ground for planting.

4580D2606.....**Retail $34.75**

SICKLE BAR—32". Rigid construction. Standard 2" size knives and guards. Separate clutch permits operator to do close work without forward motion. Ideal for tall grass or weeds.

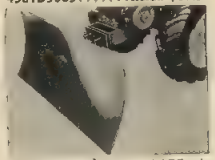
4581D5065.....**Retail $67.50**

HEAVY DUTY CULTIVATOR—Versatile, skillfully engineered. Fully adjustable for both depth and width. Shovels and wheels adjustable and removable.

4577D2588.....**Retail $34.50**

MOWER—Heavy-duty 24", with engine driven cutting reel. 6 spiders and 5 alloy steel blades resist distortion and shock. Heavy underknife with simple position adjustment.

4578D5890.....**Retail $78.50**



GRADER OR SNOW BLADE—An all-steel, heavy-duty 36" unit easily adjustable to right, left or straight ahead. Designed for use as a bulldozer for light grading or as a snowplow.

4582D1838.....**Retail $24.50**

GO WITH VOYAGER

MODEL V-6L-GS, 12 HP

The deluxe Voyager—a powerful motor—has speed range of up to 27 mph. Features a separate 6-gal. day cruising fuel tank. Materials and workmanship warranted first quality. Gear shift conveniently mounted on bracket. Automatic co-skipper steering—holds pre-set course. With quiet underwater exhaust, automatic rewind starter, waterproof high tension magneto, balanced crankshaft and fly wheel, positive cooling impeller water pump, Tillotson concentric bowl carburetor and a 2-blade, semi-weedless propeller. 14-24 gear ratio 59½ lbs. **AVAILABLE AFTER JUNE 1.**

34W277—Prices quoted on request.

MODEL V-4L-GS, 8.5 HP

This motor has all the essential features of high-priced makes. It unites warranted first quality materials and workmanship. Has alternate firing twin cylinders with a 12.41 cu. in. piston displacement, positive cooling centrifugal water pump, automatic "co-skipper" steering, a 6-qt. capacity fuel tank and forged steel connecting rods with Torrington needle bearings

34W275-16180 ..... Retail $215.73

MODEL V-3L-GS, 5.0 HP

As above, but 5.0 HP See chart below for specifications.

34W276-13750..... ...Retail $183.33

MODEL V-2L, 3.5 HP

"Fisherman's special"—the perfect lightweight fishing motor—it trolls beautifully. A rugged, moderate-priced motor fitted with automatic rewind starter. This model does not have the gear shift included in others described on this page, but it has the same warranted first quality workmanship and materials plus the Voyager automatic "co-skipper" steering feature. Fitted with waterproof high tension magneto, balanced fly wheel and crankshaft, positive cooling impeller water pump, dual internal rotary valves and Tillotson concentric bowl carburetor, 5-qt. fuel capacity

34W274-3820... .. ... Retail $110.25

VOYAGER SPECIFICATIONS

NAME	Horsepower	Bore and Stroke	Piston Displacement	Fuel Distribution System	Ignition	Carburetor	Approx. Weight	Propeller	Gear Ratio	Starter	Steering	Cooling System	Gas Tank	Approx Speed Range
VOYAGER MODEL V-2L (Non-Shift) 34W274-8820	3.5 O.B.C. Certified Quiet Model	2¹³⁄₁₆x1⅝"	5.84 cu. in.	Internal dual rotary valve 2 port type	Briggs & Stratton Magneto Alnico Rotor	Dual jet concentric bowl type	42 lbs.	2 blade semi-weedless 8 x 7"	14-24	Automatic Rewind	Automatic co-skipper (holds set course)	Centrifugal Pump	5 qts.	1 to 10 mph
VOYAGER MODEL V-3L-GS Gear Shift 34W276—13750	5.0 O.B.C. Certified Alternate firing twin	1 9/16x1⅝"	9.60 cu. in.	Internal dual rotary valve 2 port type	Phelon waterproof hot spark magneto	Dual jet concentric bowl type	46 lbs.	2 blade, semi-weedless 9 x 9	14-24	Automatic Rewind	Automatic co-skipper (holds set course)	Neoprene positive rotary impeller type	6 qts.	0 to 17 mph
VOYAGER MODEL V-4L-GS (Gear Shift) 34W275 16180	8.5 O.B.C. Certified Alternate firing twin	2¹³⁄₁₆x2⅜"	12.41 cu. in.	Internal dual rotary valve 2 port type, hot spark dual heads	Phelon Waterproof Magneto Alnico Rotor	Dual jet concentric bowl type	66 lbs.	2 blade semi weedless 8 x 9"	14-24	Automatic Rewind	Automatic co-skipper (holds set course)	Neoprene positive rotary impeller type	6 qts.	0 to 23 mph
VOYAGER MODEL V-6L-GS (Gear Shift) 34W277- (Available June 1, 1952)	12 O.B.C. (To be O.B.C. Certified) Alternate firing twin	3 3/16x2¹³⁄₁₆"	19.94 cu. in.	Internal dual rotary valve 2 port type	Phelon waterproof hot spark magneto	Dual jet concentric bowl type	59½ lbs	2 blade, semi-weedless, 9 x 11½"	14-24	Automatic Rewind	Automatic co-skipper (holds set course)	Neoprene positive rotary impeller type	6 gal. separate day cruiser tank	0 to 27 mph

IMMEDIATE DELIVERY!

BOATS ON THESE 2 PAGES STOCKED IN OUR TEXAS WAREHOUSE

Name	Lgth.	Beam Width	Stern Width	Stern Depth	Depth Amid.	Bow Depth	Duck Lgth.	No of Seats	Wt. Lbs.	Sup. Wt.	Max. H P
Commander	14′	59″	48″	18″	21″	25″	22″	3	172	203	33
Sportster	12′	53″	48″	15″	18½″	20¾″	22″	3	122	163	15
Speed King	16′	59″	48″	18″	21″	25½″	22″	4	197	239	33

14-FOOT COMMANDER

The boat that catches the eye of every sportsman that sees it. Attractively finished in aluminum, green, and red. The Commander has an extra wide 59-inch beam, three flotation chambers, and full spray rails. This boat will out-perform anything in its class. One trial will convince you When you own a Commander, you own the best

34Y1245-25225 . . . . Retail $336.30

12-FOOT SPORTSTER

The popular 12-foot semi-vee model that will perform like a hydroplane when you want real speed. This boat has all the features a boat owner could possibly want! Leads the field in price, looks, construction and performance. Built to last a lifetime—the riveted construction makes it as dependable as our finest aircraft Every manufacturing step is quality controlled.

34Y1246-22085.....Retail $294.45

16-FOOT SPEED KING

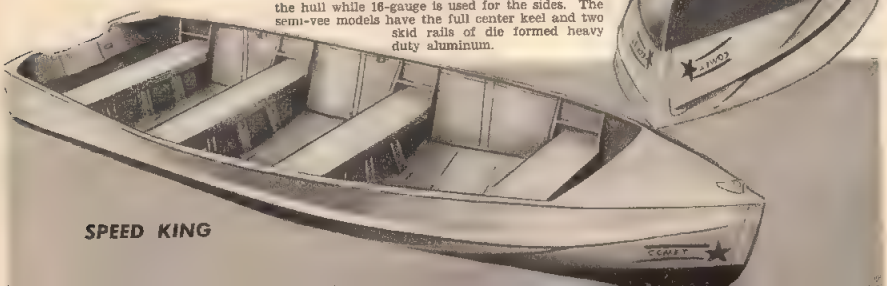
For the sportsman who wants a large boat for use in fishing, hunting, or pleasure on river, lake, or in coastal waters. The Speed King is so well designed and balanced that even a small motor gives you maximum performance. Extra roomy, seaworthy, and speedy this 16-foot model will surprise you with its ease of handling.

34Y1247-29650. . . . .Retail $395.30

ALL BOATS ARE EQUIPPED WITH OARLOCKS

Semi-Vee Bottom

In the Semi-Vees 14-gauge aluminum is used in the hull while 16-gauge is used for the sides. The semi-vee models have the full center keel and two skid rails of die formed heavy duty aluminum.



Highlight

Walt Disney's

PETER PAN

Toys and Playthings for Christmas Promotions

WALT DISNEY PRODUCTIONS, INC CHARACTER MERCHANDISING DIVISION

1270 Sixth Ave • Suite 1907 • N. Y. 20, N. Y

Favorite
Friends
Make
Playthings
FUNTHINGS
COPYRIGHT
WALT DISNEY
PRODUCTIONS
WALT DISNEY PRODUCTIONS, INC.
CHARACTER MERCHANDISING DIVISION
1270 Sixth Avenue • Suite 1907 • New York 20, N. Y.

WALT DISNEY'S

PETER PAN AND TINKER BELL

by *Duchess*

ORDER NOW! $1.98 RETAIL PRICE

AND BE READY TO CASH-IN ON THIS NEW DISNEY HIT

Peter Pan and Tinker Bell are two lovable characters from Walt Disney's new motion picture Peter Pan, which is due to be released early this year.

In co-ordination with this nationally advertised and highly promoted Walt Disney Hit . . . Duchess Doll Corp. now presents the Peter Pan and Tinker Bell Dolls.

both are dressed in the best Peter Pan tradition and feature an all plastic 7½" body, with moving eyes, arms, and head

These two dolls are packaged in an attractive acetate window box and sell at a low retail price.

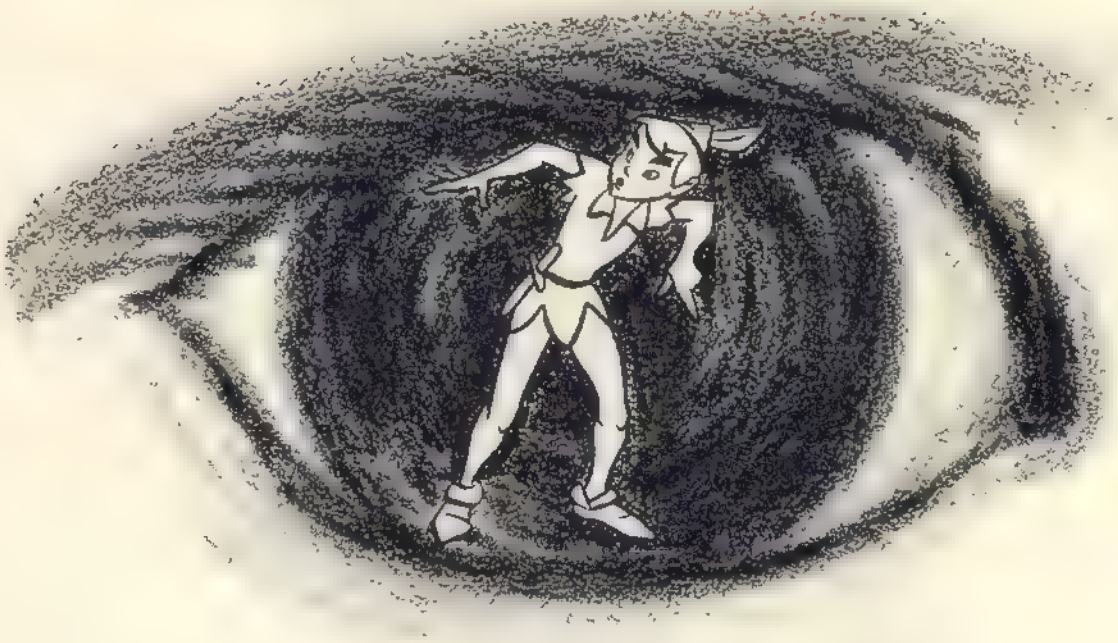
SEND YOUR ORDER IN TO-DAY FOR IMMEDIATE DELIVERY

N. Y. SHOWROOM: 200 FIFTH AVENUE, ROOM 361

Duchess Doll Corp.

86-27 ROOSEVELT AVENUE • JACKSON HEIGHTS, L.I., N.Y.

this year 53,000,000 people



will see walt disney's PETER PAN

WALT DISNEY CHARACTER MERCHANDISE
WALT DISNEY PRODUCTIONS, INC.
CHARACTER MERCHANDISING DIVISION
1270 Sixth Avenue • Suite 1907 • New York 20, N. Y.

COPYRIGHT WALT DISNEY PRODUCTIONS

Several hundred corporations now offer their workers ownership shares, and the number is steadily growing. The proposed regulation would eliminate much of the red tape hindering this growth.

In almost all savings plans, the companies contribute cash or securities to an employe investment fund. Only in these cases will corporations be eligible to use the brief forms and streamlined sales procedure planned by the commission, it is stated

Buyer is Supreme

THE day of awakening is at hand, reports **Editor and Publisher** for April 11.

In an address before the 7th annual Point-of-Purchase Advertising Institute, R. Harvey Whidden, vice president in charge of sales for the Shaeffer Pen Co., said:

"The expert in selling, merchandising and advertising hasn't needed any expert knowledge for more than 10 years now, with one war crisis after another making his job practically automatic.

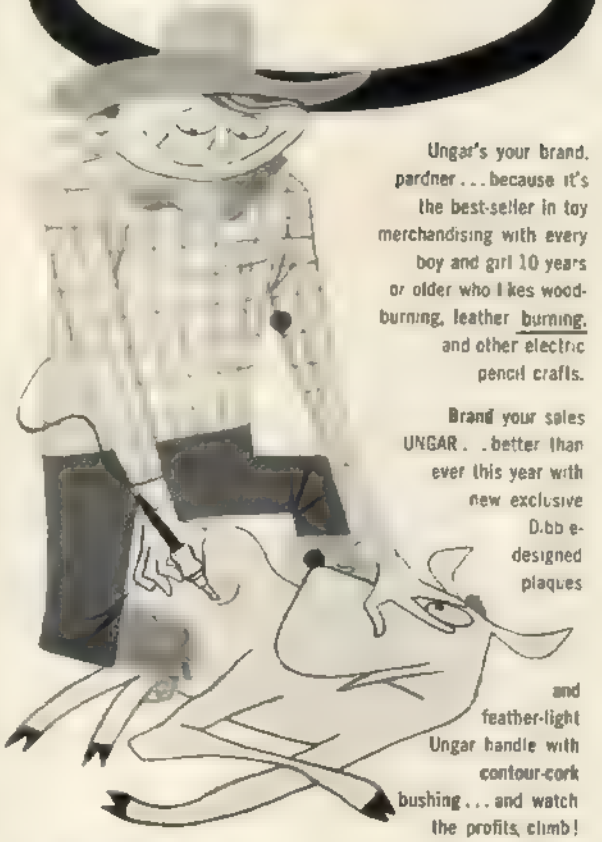
"But all that is over. There is no other crisis in sight and business is finally on the threshold of a return to basic competition. We are returning to the days where, in order to do business, a company must get its representative there first, must make its product more desirable and more serviceable, and must make its selling, advertising and merchandising more compelling."

CHICAGO MIDSUMMER MARKET
JUNE 22 – JULY 2

TOY DISPLAYS

Merchandise Mart
American Furniture Mart
Republic Building

Ungar does a better job!



Ungar's your brand, pardner . . . because it's the best-seller in toy merchandising with every boy and girl 10 years or older who likes wood-burning, leather burning, and other electric pencil crafts.

Brand your sales UNGAR . . better than ever this year with new exclusive Dobbe-designed plaques and feather-light Ungar handle with contour-cork bushing . . . and watch the profits climb!

SET NO. 206 – Ungar's deluxe 46-piece set with complete equipment for every craft-lover. Retails at $5

SET NO. 203 — Your year round volume-builder with varied craft and project equipment. Retails at $3.

SET NO. 217 — Ungar famed pencil and six interchangeable tips for wood, leather, plastic, foil, and soldering. Retails at $2.50.

BUILD SALES AND PROFITS WITH *Ungar*
write us in our new home for more information

Ungar ELECTRIC TOOLS, INC.

BOX 312 • VENICE, CALIFORNIA

boost sales with 3 new

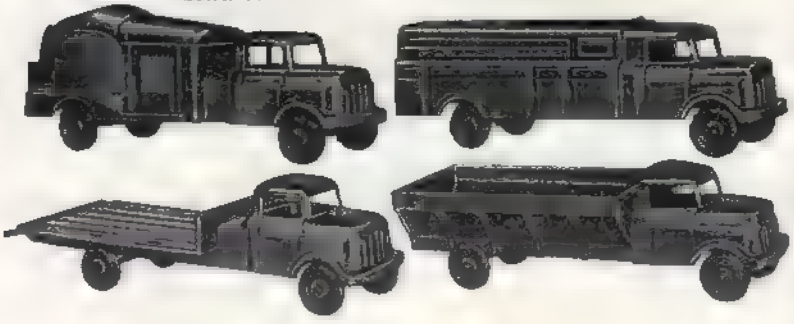
WANNATOYS

K 409 BOX SET

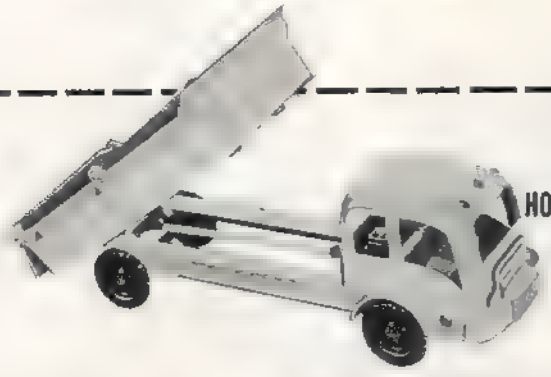
The cellophane window box converts into a ramp and storage area doubling the play value of the sturdy trucks and cars Packed 2 dozen to carton Weight 9 lbs.

W-124 TRUCK ASSORTMENT

Bright colors and matching detail make this a natural to sell as a set. You get larger unit sale on lower inventory investment because you get four different items in the minimum 1 gross order. Packed 24 to chipboard; 1 gross to shipper. Suggested retail 10c each



TOY FAIR
ROOM 712
HOTEL NEW YORKER



W-315 DUMP TRUCK

Big value in this jumbo truck with the moveable cab over the engine. Dump body also raises and lowers. Packed 4 dozen to shipper. Weight 11 lbs. Suggested retail 39c.

DILLON BECK MFG. CO.
Hillside, New Jersey

National Sales Representative

SMITH-BENNY SALES COMPANY • 11 W. 42nd STREET • NEW YORK 18, N. Y.

FIVE NEW INSTRUMENTS FROM MAGNUS HARMONICA

Finn H. Magnus, American inventor and industrialist, who is credited with creating the first all-plastic harmonica the first all-plastic electric organ and the first all-plastic bagpipe, will this year unveil five new musical inventions at the Magnus

Harmonica Corporation's Hotel New Yorker exhibit during the Toy Fair

The instruments, all reputedly "firsts" of their kind, are now in mass production at the main Magnus plant in Newark, N. J. They are a giant-size 98-cent retail all-plastic harmonica that is playable in both the key of C and the key of B flat, an all-plastic student model clarinet, $2.98 at retail, an all-plastic regulation button accordion, one-seventh the weight of a standard model and retailing at $99.95, a miniature calliope, retailing for $1, which looks and sounds like the old-fashioned circus instrument and an improved automatic all-plastic electric organ, a revised model of the instrument introduced by the company at last year's Fair Retailing at $19.95 it is said to be able to play hymns, westerns, classics and "pop" tunes at the flick of a switch

PERFORMING SEAL TAP-IN-TOY NEW COMMONWEALTH ITEM

In line with their announced policy of stepped-up product development, the Commonwealth Products Corporation 200 Fifth Avenue, N. Y. C., New York have introduced their Performing Seal Tap-In Toy,

an action toy termed both amusing and educational

By tapping the handle lightly balls can be thrown from a clown onto the head of a performing seal The more one plays the greater his coordination and skill. The Performing Seal Tap-In Toy is made of colorful plastic mounted on a circus stand and encased in clear plastic. It measures 5½" long and 3¾" high and retails for 39c

NEW MINIATURE INDIAN FROM ADMIRATION TOY

Doll fanciers of all ages, it is expected, will react most favorably to Admiration Toy Company's new line of "Indian Princess" and "Indian Brave" miniature dressed dolls. Termed authentic colorful and extremely litelike, these little "redskins" are said to be dressed perfectly for their parts. They will be on view for the

first time at the Admiration Company's Toy Fair exhibit in Room 1042 at McAlpin Hotel and Room 112 at 200 Fifth Avenue. The firm's official address is 514 W. 147th St., New York.

"It took several years for miniature dressed dolls to catch the popular fancy," says George H. Hastings of Admiration, "but last year's demand exceeded all expectations. Instead of a let-down after Christmas, the orders continued to flood in, making it necessary for us to continue to produce at full capacity."

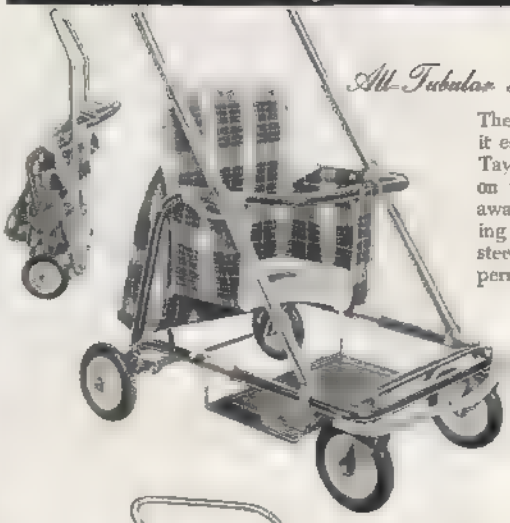
A major market for miniature dolls is among "collectors," an army of steady customers who are always on the lookout for new styles, new characters and new costumes to add to their collections. According to Michael Newman, president of Admiration Toy, "the addition of this growing market to the already great juvenile market has created so great a demand that we look forward to 1953 as the biggest year in the history of miniature dolls."

Packed in cellophane display boxes—decorated with names of six Indian tribes that are themselves attractive to collectors—the "Indian Princess" and "Indian Brave" dolls are likely to be welcomed without reservations by consumers and dealers alike, at their suggested retail price of $1.79.

AIM AT 3 MILLION MARK

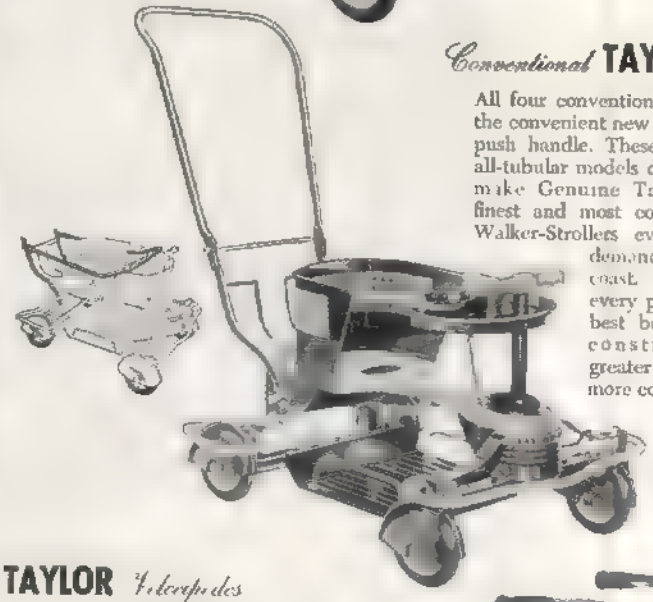
With nearly 2,000,000 bikes sold during the year 1952, the manufacturers, jobbers and dealers who attended the 35th annual convention of the Bicycle Institute of America at the Boca Raton Club, Boca Raton, Fla., are confident that there will be a big upturn in sales during 1953. In fact, many of the convention delegates predict a 3-million sales year in the near future. This prediction is based on the heavy American birth rate of preceding years which is creating a bigger and bigger potential of bike riders beginning at the age of four.

TAYLOR *Always the Finest of its Kind*



All-Tubular Folding **TAYLOR-TOTS**

The simple, quick-acting fold makes it especially easy to take this type Taylor-Tot along in the family car, on public conveyances, or to put away. New, shimmy-proof swiveling front wheels give finger-touch steering. Telescoping push handle permits both Baby Walker and Stroller uses. Choice of two light, beautifully made models. One all-aluminum, one partly aluminum. Handy shopping bag attached.

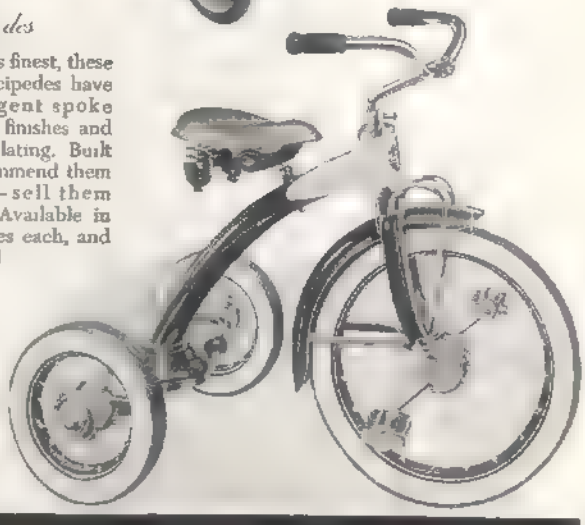


Conventional **TAYLOR-TOTS**

All four conventional models have the convenient new folding tubular push handle. These with the two all-tubular models described above make Genuine Taylor-Tots the finest and most complete line of Walker-Strollers ever offered. In demand from coast to coast. Prices to fit every purse. Your one best bet for superior construction, for greater volume, for more consistent profits.

TAYLOR *Velocipedes*

Acclaimed as America's finest, these two-inch tubular velocipedes have oversize hubs, tangent spoke wheels, baked enamel finishes and gleaming chromium plating. Built to last for years. Recommend them for everyday play—sell them throughout the year. Available in two series of three sizes each, and in a chain drive model.



TAYLOR QUALITY

THE FRANK E. TAYLOR COMPANY

Norwood, Cincinnati 27, Ohio

Summer Toy Sale

By Geo. E. Toles

Adam, Meldrum & Anderson Co., Buffalo, N. Y., enjoyed excellent results from a summer toy sale featuring a wide variety of items at the one price of 88 cents. The toys were regular $1 to $1.50 values.

The items were displayed in the downtown store's Toyland, as well as at four suburban branches of the firm. Newspaper advertising was employed to launch the promotion.

Among items getting action at 88 cents were plastic bowling sets, spring-motor coal trucks, auto transport sets, funny face sets, helicopters, ranch sets, barber sets, pastry sets, beauty kits, sand outfits and tea sets

♦

"Don't Waste Lights" Decal Provides Overhead-Cutting

A major item of expense in most plants and offices is excessive light bills. A substantial figure can be trimmed from electric lighting costs if employes make a point of turning off lights not needed. To help remind them, The Meyercord Co., 5323 West Lake Street, Chicago 44, Ill., has produced a small (only 1" by 2½") decal transfer that says "DON'T WASTE LIGHTS" in bold black letters on a brilliant chrome yellow background. The transfer is suggested for walls adjacent to light switches, on washroom mirrors and other likely spots.

■

Mystic Eye in Canada

Exclusive rights to manufacture and sell the *Mystic Eye* in Canada has been confirmed by Percy Barker of Mister "B" Industries, producer of this popular adult party game, now sweeping the nation.

Mr. Barker made known that Giftcraft, Limited, 77 York Street, Toronto 1, Ontario, will make and sell the Mystic Eye throughout Canada. Walter Landauer, who heads Giftcraft, Limited, has outlined extensive plans for promotion with key stores in every province.

new year round sellers

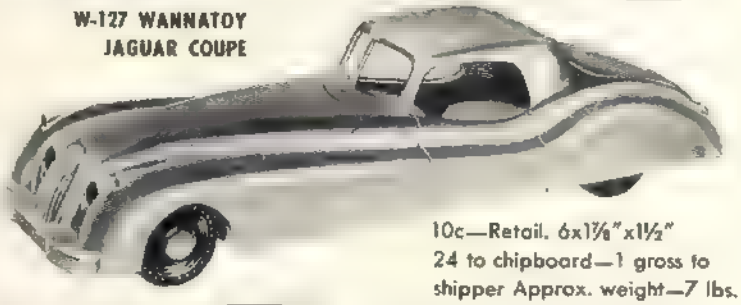
by WANNATOY

Sturdy authentic design and bright colors mean steady sales when these items are on your counter. Write for catalog listing other popular items.

W-126 JAGUAR WANNATOY SPORT CAR

10c—Retail. 6"x1⅞"x1½"
24 to chipboard—1 gross to shipper. Approx. weight—7 lbs.

W-127 WANNATOY JAGUAR COUPE



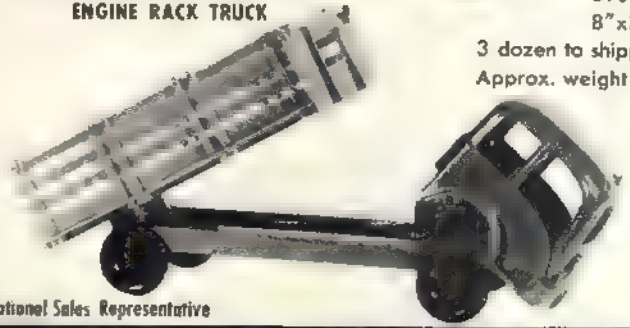
10c—Retail. 6x1⅞"x1½"
24 to chipboard—1 gross to shipper Approx. weight—7 lbs.

W-315 WANNATOY CAB OVER ENGINE DUMP TRUCK

39c—Retail.
8"x3⅝"x2¾".
3 dozen to shipping carton.
Approx. weight 8½ lbs.

W-316 WANNATOY CAB OVER ENGINE RACK TRUCK

39c—Retail.
8"x3⅝"x2¾"
3 dozen to shipping carton.
Approx. weight 8½ lbs.



National Sales Representative

SMITH-BENNY SALES COMPANY - 11 W. 42nd STREET - NEW YORK 36, N. Y.
DILLON-BECK MFG. COMPANY, HILLSIDE, NEW JERSEY

Waterman's

First in Pens—for design, styling, quality and performance. Waterman's famous 14-kt. gold points make writing a pleasure.

THE STATELEIGH
Deluxe model with 14 kt gold filled cap. Handsome decorator colors in Green Red Jet
No. 2476CU900 Taperite Model
No 2475CU900 Standard Model
Retail $15.00*

GOLD CORINTH
Handsome, 14-kt. gold overlay cap with fine line engraving Green Red Jet. Plastic barrels.
No. 2466CU600 Taperite Model
No. 2464CU600 Standard Model
Retail . . . $10.00*

CORINTH
A pen of distinction. Astrolite cap, 14 kt gold filled clip Barrels in Slate Blue Red, Jet.
No. 2480C600 Standard Model
No 2481C600 Taperite Model
Retail . $10.00†

LADY CORINTH
Dainty aristocrat of writing instruments. Engraved silvery Astrolite cap has jewel-like appearance. Red, Blue, Jet.
No. 2402C600 Standard Model
Retail . . $10.00†

THE CRUSADER
Handsome rationalized vari-toned cap with contrasting golden bands Barrels in Gray, Jet, Slate Blue
No. 2485C348 Standard Model
No. 2486C348 Taperite Model
Retail . . $5.80†

THE LEADER
A fine writing instrument with 14-kt gold point Satinum cap Green Blue, Red
No. 2462C276 Standard Model
Retail . $4.60†

LADY STATELEIGH
Deluxe ladies model—combining dignity, grace, simplicity 14-kt. gold-filled cap with dainty clasp. Jet, Red, Blue
No 2404CU900 Standard Model
Retail $15.00*

SKYWRITER 52
A great new low priced pen with smooth Iridalay point, Satinum metal cap. Assorted colors.
No 2411C1404—Standard Model—Retail $23.40 Per Doz. N.S.†
Mounted on attractive counter display card in dozen lots

*Subject to 20% Federal Tax
†Tax included

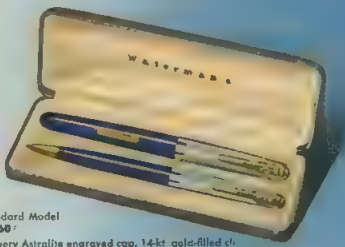
Waterman's

Distinctive pen and pencil sets by Waterman's are gifts that are always appreciated.

GOLD CORINTH SET

2463CU891 . . Standard Model
2465CU891 . . . . Taperite Model
Retail $14.85*

Luxurious pen set with engraved 14-kt. gold overlay cap. Pen and matching Metermatic pencil in decorator colors: Green, Red, Jet. Gift boxed.



CORINTH SET

2482C936 . . . Standard Model
Retail $15.60†

Gift of distinction. Silvery Astralite engraved cap, 14-kt gold-filled cl. In decorator colors: Slate Blue, Red, Jet. Gift packaged with matching pencil.

STATELEIGH SET

2477CU1335 . . Standard Model
2478CU1335 . . . Taperite Model
Retail $22.25*

Finest gift of all! Deluxe model set with 14-kt gold-filled cap. Green, Red, Jet. With matching Metermatic pencil in luxurious gift box.

LADIES' SETS

2424CBB5 - Lady Corinth—**Retail $14.75†**
2425CU1335 Lady Stateleigh **Retail $22.25***

Dainty companion models to the popular men's sets. In Red, Blue, Jet. With matching Metermatic pencil in attractive gift box.

CRUSADER SET

2487C600. . . . . Standard Model
2488C600. . . . . Taperite Model
Retail $10.00†

Silver and gold tones on satin Lumalloy cap make striking contrast with Jet, Gray, Slate Blue plastic barrels. Gift boxed with pencil

LEADER SET

2461C477 . . Standard Model
Retail $7.95†

Attractive Satinum metal cap. Bright plastic barrels in Blue, Green, Red. Pen has 14-kt gold point. With matching pencil in gift box.

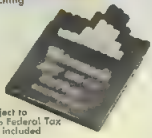
BALL POINTER

2490C720 . . . . Standard Length
Retail $12.00 Per Doz. N.B.†

Fine writing ball pen with Spring-Action Ball, "Dry Ink." Engraved, chrome-finished cap and clip. In assorted colors.

MOUNTED ON EYE-CATCHING COUNTER DISPLAY CARD IN DOZEN LOTS

2429C360
Refill Cartridge
Retail $6.00
Per Doz. N.B.



*Subject to 20% Federal Tax
†Tax included

part of the regatta at Long Beach, California, over the Marine Stadium course, on the following Saturday and Sunday.

On the fourth day the sea finally subsided enough to permit oval course competition for four classes of inboard boats. In these groups national championship titles were at stake and when the last finish gun had been fired three California and one Arizona drivers had been acclaimed national champions. In the B Racing runabout division Willie Miranda of Los Banos, California, with Vina Mae IV was crowned national champion. Danford Campbell of Long Beach, California, with Top won the national championship of the Cracker Box Runabout class. Bill Dale of Maywood, California, completed the trio of California drivers to take national titles when he took the measure of all other 266 drivers with his Pee Wee. The Arizona driver to score was Marion Beaver whose Little Beaver continued her mastery of the Pacific One-Design hydroplane fleet.

On Armistice Day regatta officials continued activities which resulted in another world record, the second in five days, being established. Bob Sykes of Long Beach, California, took over Joe Guesa' new 266 cubic inch inboard hydroplane Guess Who and blistered both ways of the measured mile course to come up with an average speed of 121.073 miles per hour, an outstanding world record. This broke Paul Sawyer's old mark of 120.85 miles per hour set at Salton Sea in 1951 with Alter Ego, which in turn had shattered Guy Lombardo's mark of 118.229 set in 1948 with his Sweet Music.

Yes, the 1952 Salton Sea regatta turned up two world records while the 1951 event netted a total of 21 world records.

Downpour Kills Outboard Events

The scene now turns to Long Beach where the outboards were scheduled to put on their oval course races on Saturday and the inboards the day following. Nearly 100 outboards were lined up on the shores of the Stadium but were kept there all day by a down pour of rain. Not one race was run.

On the following day certain fleets of inboard boats took over the Stadium marine speedway, with their activities earning championship titles for four drivers. Rich Hallet of Downey, California, took top honors in the 135 cubic inch class. Ed Fletchall of Long Beach won the Class E Racing runabout trophy with Honey Bee Too. Roy Scaggs of Long Beach won the 225 cubic inch title with Keith Black's Flying Saucer and Gillette Smith took the 48 cubic inch inboard crown with his Snuffy. In doing so he set a new Marine Stadium record for the class of 54.315 miles per hour.

That is the story of the 12th annual Salton Sea regatta which, as had been stated before, was weather cursed and practically devoid of spectacular results.

Maybe the event's failure can be laid at the submerged tombstone of Mildred Waterchickie. It is not impossible that her spirit, which left her when she claubered Pete Peters and caused him to lose some of his best teeth, hung over the Old Sink and slowed the progress of the annual speedfest to a grinding halt.

Late in November the steel motor yacht Haida which flew the house flag of Max Fleishmann, yeast magnate, until that sportsman's death, left Newport Harbor, California, under the command of Capt. David Wekch of that port, for delivery to General Fulgencio Batista, dictator of Cuba. Haida was equipped with many well known electronic devices and was used by Max Fleischmann for Alaskan, Mexican and Central American cruises.

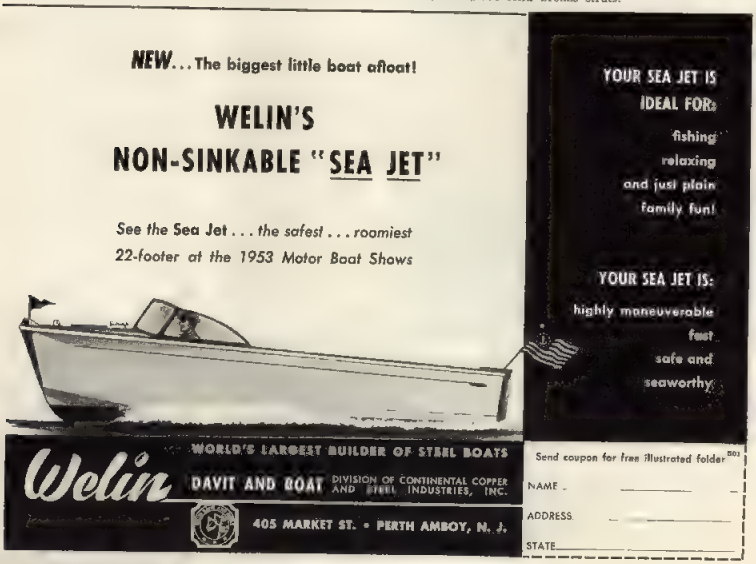
ROBBIE ROBINSON

☆ ☆ ☆

MARINE EQUIPMENT SPECIALTIES

The E. J. Willis Company, 69 Reade Street, New York 7, N. Y., suppliers of marine hardware and equipment for many decades, is exhibiting once more at the New York Motor Boat Show, placing special emphasis on certain of their specialties, such as the marine bearing, toilets, stoves, blowers, and galley pumps.

Among Willis' exclusive marine products are the #R1650 and #R1658 trumpet horns, #234 fan, #961 oval portlight, #928 awning stanchion, #1660 diving equipment for shallow water, and #564 solid bronze struts.



THE PILOT "UNIVERSAL" (UNDERLIT) Internally-Gimbaled

Brass bowl fitted with transparent liquid compass, filled with a low drag damping fluid. Perspex magnifying dome top. Card dia. 3½" marked in degrees 0-360 and quarter points. 2 rubber lines 180 degrees apart. Internal gimbaling. Internal electric lifting. Built in correctors in base. Dura-luminum bracket, complete with 3 quick release flush fitting plates. Black Crackle fin ish. Bowl dia. 4½". Height overall, 6½" ... **$47.50**

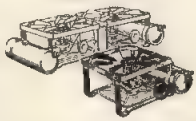
Can be mounted horizontally or vertically.

MARINE EXHAUST BLOWER
Cast Aluminum Housing

Enclosed SPARK-PROOF MOTOR. Intake 3" Outlet 2¼" Capacity 100 C.F.M. Construction allows installation in any desired position on boat.

Available in 6 or 12 Volts ... **$19.75**

UNIQUE SWEDISH STOVE



A new model of a famous Swedish make. Regulating burner with automatic cleaner. Brass fuel tank. Available in right or left Hand tank mounting. May be coupled with junction plate to form 2 Burner Stove. Size Single 8" x 10½".

Alcohol, SINGLE. **$16.95**

Kerosene, SINGLE... ... **$18.95**

SHIP'S BAROMETER

Matching set to Ship's Clock, finest English compensated aneroid movement. Silvered dial. Size 1—Dial 3½" dia. Back Flange 5½" dia. Depth 2⅝".

Polished Brass **$35.00**

Chrome **$40.00**

Size 2—Dial 4" dia. Back Flange 5¾" Depth 2¾".

Polished Brass **$40.00**

Chrome **$45.00**

NO TAX

SHIP'S CLOCK

8 DAY. Seven jewel non-strike, English lever movement. Silvered dial, etched numerals. Size 1—dial 3½" dia. back flange 5½", depth 2⅝".

Polished Brass **$50.00**

Chrome **$55.00**

Size 2—Dial 4" dia. Back flange 5⅝". Depth 2⅝".

Polished **$55.00**

Chrome **$60.00**

Plus 20% Federal Excise Tax

PETITE YACHT CLOCK

Makes a perfect set with Yacht Barometer (opposite) Polished Brass, 8 day, 7 jewel movement; very compact, ideal for small Yachts & Sail Boats. Dial 2¾" O. D. 2" deep back plate 4" O. D. Bulkhead Mount.

Polished Brass **$22.75**

Chromium **$24.75**

Plus 20% Federal Excise Tax

YACHT BAROMETER

Finest Compensated Movement, Polished Brass, Compact; Dial 2⅝" O. D. 2" Deep Back Plate 4" O. D. Bulkhead Mount. Ideal for all size craft. Reg. Price $12.95.

Polished Brass **$7.95**

Chromium **$9.75**

NO TAX

MANHATTAN MARINE
& ELECTRIC COMPANY
116M CHAMBERS STREET
NEW YORK 7, N. Y.

1953 TRENDS

(Continued from page 43)

Jet propulsion is nothing new, but one application of it recently sent the British Crusader hurtling over a measured mile at better than 200 m.p.h.—though the official world's record is still held by Stanley Sayres' Slo-Mo-Shun IV at 178.497 m.p.h. (not jet propelled).

In construction techniques, we detect still another trend. Time was when the great bulk of all pleasure craft were built of wood by traditional methods. Steel, of course, was common in many of the larger yachts. Today it's a different story. Analysis of the offerings of close to a hundred manufacturers of small boats reveals that roughly 6 out of every 10 still build wooden craft (that is, the planked type). Nearly 4 out of every 10 utilize plywood sheets. Fifteen have craft with hulls of molded plywood. More than a dozen use Fiberglas; 8 or 9 utilize aluminum; and an equal number build of steel. The fact that these do not total 100 is accounted for by the fact that many build more than one type of boat.

Steel hulls are given various forms of anti-corrosion protection, one manufacturer employing a heavy coat of Vinyl plastic. Builders of aluminum hulls have encountered Government restrictions on materials, handicapping them in building enough to meet their demand, but prospects are that there may be some easing of this situation during the coming year.

Plastics have really made great strides. Runabouts and racing craft are being molded of this material today with ultra modern lines impressed into the hulls. Forty-foot high speed twin screw diesel-powered utilities have been built of plastic for the Coast Guard. And, at the upper limit of the length scale, plastic has been used to build even a 42-foot auxiliary ketch.

So the boat builders can hardly be charged with clinging to outmoded techniques, even though a goodly percentage of the purchasers are sure to demand a traditional wooden hull.

The Marine Engines

The engine builders are doing much to keep their products abreast of the latest technical improvements in the design of internal combustion engines. A promising field of research undergoing study in many of the laboratories deals with the problems of wear in engine cylinders. Just how much wear is caused by dust and abrasives that find their way into the combustion chambers? How does chrome plating the inside of the cylinder walls affect the wear? Do chrome-plated rings help any in holding down wear? The answers to all these questions are topics of major interest to the engine builder. Much experimental work is being done; engines are tested in the laboratories in an endeavor to find the correct answers. The reader can rest assured that the findings will be incorporated into the engine he buys just as soon as definite answers are arrived at.

The diesel engine also is gradually coming down in size so that it will be more generally useful in smaller craft. Some of the current varieties of diesel engine are large, heavy units that can not be readily used except in larger yachts. A noticeable trend toward the use of stronger and lighter metals is apparent and it won't be long before they are reduced in bulk and weight to the point where they will compare more favorably with the gasoline engine as we know it today.

Some of the late model lighter weight diesel engines now coming off the production lines are appearing with improved manifolding systems designed to make for even better fuel economy and higher efficiency. This improved manifolding permits a much better distribution of air to the cylinders, where injection of the fuel creates the combustible mixture which does the work. The recent announcement of a small diesel engine capable of turning out 80 h.p. at 1800 revolutions with only 300 cubic inches displacement and a weight of 1200 pounds indicates that the day of the lighter weight

WINNERS by WES-KO

FLOATING TOYS

No. 205—*Suggested Retail* 20c
MEDIUM FLOATING DUCK
Packed 6 doz. (Assorted colors) per carton
Carton weight 6 lbs.

No. 201—*Suggested Retail* 60c
LARGE FLOATING DUCK
Packed 1 doz. (Assorted colors) per carton
Carton weight 5 lbs.

Painted eyes, bill and webbed feet.

No. 206—*Suggested Retail* 40c
P.T. BOAT
Packed 3 doz. (Assorted colors) per carton
Carton weight 6 lbs.

No. 211—*Suggested Retail* 20c
CUTIE FISH
Packed 6 doz. (Assorted colors) per carton
Carton weight 6 lbs.

ACTION PIGGY BANKS

WORLD'S FOREMOST LINE OF PIGGY BANKS
FAMOUS FOR THEIR TIPPING HATS

5 DIFFERENT SIZES

S-50—SNOOTY JR.—*Suggested Retail* 25c
Packed 3 doz. per carton. Carton weight 5 lbs.

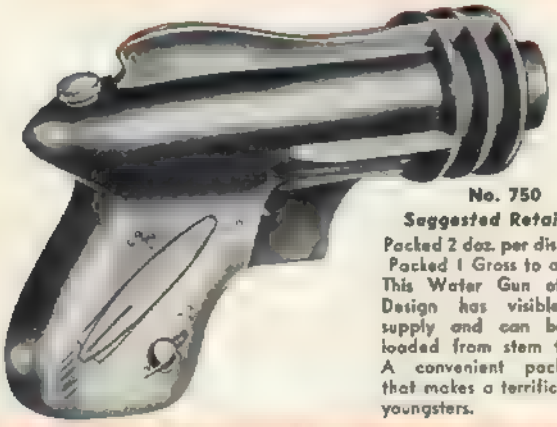
S-100—SNOOTY—*Suggested Retail* 50c
Packed 2 doz. per carton. Carton weight 6 lbs.

B-250—MR. BIG PIG—*Suggested Retail* 70c
Packed 2 doz. per carton. Carton weight 8 lbs.

S-300—SUPER SNOOTY—*Suggested Retail* $1.00
Packed ½ doz. per carton. Carton weight 4 lbs.

S-325 - JUMBO SNOOTY - *Suggested Retail* $3.00
Packed ½ doz. per carton. Carton weight 8 lbs.

NEW COSMIC JET GUN (Water Gun)

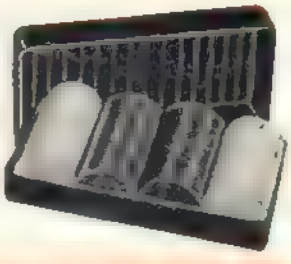


No. 750
***Suggested Retail* 30c**
Packed 2 doz. per display box
Packed 1 Gross to a carton
This Water Gun of Space Design has visible water supply and can be really loaded from stem to stern. A convenient pocket size that makes a terrific hit with youngsters.

POKER-LOK

INTERLOCKING POKER CHIPS WITH PLASTIC CONTAINER.

No. 101



Packed 72 boxes per carton
Carton weight 50 lbs.
New plastic pocker-chip box is ribbed top and bottom to hold the chips in locked stacks.

NEW YORK SHOWROOM 200 FIFTH AVE. N.Y.

you are going to have to work your way up and down those sides more than once in heavy weather.

The choice of the full open cockpit or the one in which the motor is enclosed is up to you, of course. I favor the motor-well, or motor enclosure with the decked-over stern. The big open cockpit, one that has the motor right in it, projecting into the cockpit, looks roomier than the motor-well designs. But that roominess is deceptive. Just ask yourself where you are going to stow three or four extra five-gallon cans, and a large water can, and whatever else you may stow in a cockpit. Perhaps a motor-well and decked-over stowage space will be better for you in the long run. I realize that some very popular hulls lack this feature. But these boats have unusually large cockpits and are especially suitable for day use and fishing use, where cockpit space really counts. For these boats this cockpit layout is a selling point, not a drawback.

The outboard cruiser is cheap to buy, cheap to maintain, and easy to handle in or out of water. It has earned sufficient prestige to make a place for itself at any yacht club, but it does have certain limitations of size which grow increasingly apparent on the long cruise. Thus my wife, for instance, tends to object to the day-to-day confinement to a small space to the limited cooking area of a makeshift, one-burner galley, and to the need for moving two or three items every time you want to get at one necessity.

I feel these limitations, too, but when we were on the verge of commissioning a new craft only a few weeks ago there flashed through my mind a picture of the way my boat is hauled each fall and launched each spring, when half a dozen brawny souls gather at the shore and bodily lift my cruiser up and set her where I want her without having to wait until it is my turn to be launched or hauled.

You can't do that with a 34-footer and, remembering that, I paused to reconsider our prospective expansion in the boat field. From that pause neither my wife nor I have moved forward.

As a matter of fact, we love our 18-foot friend of more than 2,000 miles of happy cruising too much to part with her.

☆ ☆ ☆

LONG ISLAND DISTRIBUTOR

Among the many products which Lawrence Stahl and Company, Inc., 10-17 43 Road, Long Island City, New York, stocks as a distributor is the Wix Galley Maid water heater. The Galley Maid is adaptable to both fresh water and salt water cooling systems. It utilizes the heat from your cooling system through special heating coils which in turn heat the water from the fresh water storage tank. The Galley Maid can also be installed for use with presure pump or gravity systems.

They also carry a complete line of Spraint, self-spraying marine finishes for matching all popular outboard motor colors.

Mariner Insurock cutless bearings is another line in which the company specializes. The Mariner bearings are moulded under pressure to exact shape and size, are water-lubricated, will not score the shaft, and are not affected by oil and grease.

Punker Alcohol Stoves are also featured. The fuel is supplied by gravity feed and the flame is regulated by turning a knob as on any kitchen gas range. The stoves are available in one- and two-burner models.

Diesel and gasoline engines, generator sets and auxiliary units are also among the products which the company handles.

THOMAS FARMER

Word has reached the East Coast of the death in Beverly Hills, California, of Thomas Farmer, a former resident of Mamaroneck and commander of the New York Power Squadron in 1923 and 1924. Tom Farmer, at that time, was owner of the cruiser Turtle and a member of the Yachting Dept., New York Athletic Club. He competed in the Block Island races of that period which were conducted under the old measurement rules.

You haven't seen the
BEST BUY IN OUTBOARDING
'til you've seen the
'53 WHIRLWINDS
all-mahogany molded plywood outboard runabouts

SEE THEM AT THE
NEW YORK BOAT SHOW
Jan. 9 thru 17
BLOCK V—MEZZANINE
CHICAGO BOAT SHOW
Feb. 6 thru 15
SPACE 59

FISHERMAN

UTILITY

STANDARD

DELUXE

TROLLER

Get set now for Summer's fun.
See the WHIRLWINDS at the Shows ... or, if you have to miss the shows—write for your FREE new 1953 catalog describing all 14 models—12'-16'.

Whirl away with a WHIRLWIND!

MOLDED PRODUCTS, INC.
BEAVER DAM RD., COCKEYSVILLE 1, MARYLAND

OFFICIAL

Wild Bill Hickok and Jingles

POWER PACKED PROMOTION ON
53 TELEVISION — 550 RADIO STATIONS

Young America's Favorites

A Complete Line of "REVERSE DRAW"

SINGLE and DOUBLE GUN and HOLSTER SETS

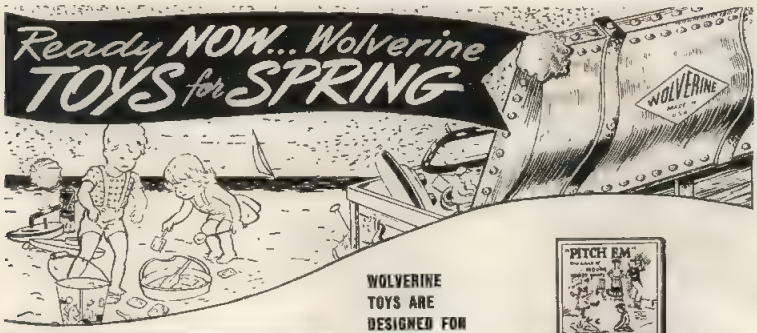
Made of top grade cowhide with colorful leather trim on tan. Pinked felt backing. Die cast, chrome plated double horseshoe Wild Bill Hickok conchas on holsters and belts. Die cast, chrome plated buckles and matching keepers. Colored and chrome plated studs. With or without No. 900 Wild Bill Hickok & Jingles Cap Pistols. Full color box.

No. 900 CHROME PLATED CONCHA HANDLE CAP PISTOL

Extra heavy duty die-cast alloy. Chrome plated, hand polished finish. 50 shot roll cap tested firing mechanism. Chrome plated metal conchas with embossed gold color centers, inlaid in mahogany simulated handle. Individually boxed.

See GLENN BEVER, Room 1067 HOTEL NEW YORKER

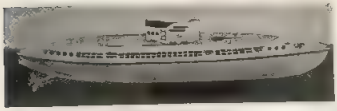
M. C. K. MANUFACTURING CO. • 99 E. PROVIDENCIA AVE. • BURBANK, CALIFORNIA



WOLVERINE TOYS ARE DESIGNED FOR PLAY VALUE . . . QUALITY-BUILT TO ENDURE

NO. 154 "PITCH EM"

NO. 86 AIRCRAFT CARRIER



NO 587 SUBMARINE

NO 93A LUXURY LINER

NO. 34 FARM WAGON

MATCHED EMBOSSED PAILS and SPRINKLING CANS

NEW SAND SIEVE SETS

NO. 65 (Illustrated)

NO. 67 Larger Set

ALL HAVE PLASTIC MOLDS

Write for New Full-Color Spring Catalog

NO. 47 Embossed Sprinkler

NO. 16 Embossed Pail with metal shovel

WOLVERINE MADE IN U.S.A.

WOLVERINE SUPPLY & MFG. CO.

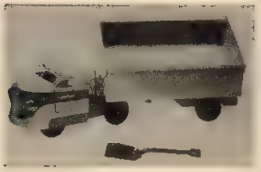
Factory: Pittsburgh, Pa. · New York Office: 200 Fifth Avenue · Room 436 · OR 5-3080

WYANDOTTE TOYS

(A)

(A) BAGGAGE TRUCK WITH HAND TRUCK AND BAGGAGE—Semi-trailer type, with 6 wheels. Made of heavy gauge steel. 17" long. Decorated cab. Includes miniature hand truck. Boxed
77237A133.....**Retail $1.98**

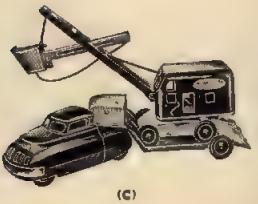
(B) DUMP TRUCK WITH SHOVEL—Semi-trailer type, with 6 wheels. Heavy gauge steel. 17" long. Decorated cab. Baked enamel finish in assorted colors. Includes miniature shovel and features side action dump arrangement. Boxed.
77238A133.....**Retail $1.98**



(B)

(C) STEEL WINCH TRUCK WITH STEAM SHOVEL—Big 22½" heavy duty truck. Has tail skid which lowers for loading steam shovel on truck. Hand winch on trailer for pulling shovel on truck. Heavy gauge steel. Baked enamel finish. Packed 6—N.B.
77235B300.....**Retail $4.50**

(D) SAND TRUCK WITH LOADER—Cab and chassis of durable plastic, body litho'd metal. Scraper type front scoop elevates and deposits load in dump body. Swinging tail gate. Overall 12 in. Packed 1 doz.—N.B.
77228A80.....**Retail $1.19**



(C)

(E) AUTO TRANSPORT—Four wheel metal cab with detachable trailer which has 4 wheels and retractable support. Complete with four plastic cars. Made of heavy gauge steel; 22" long. Boxed.
77215A167.....**Retail $2.59**

(F) AIRPLANE Lithographed metal. 10¼" long, 13" wing spread. Four motors—tricycle landing gear. Model of Boeing Strato Cruiser used by Military Air Transport Services. Boxed.
77240A640—Doz......**Retail $0.79**

(G) TRUCK SERVICE GARAGE WITH 3 TRUCKS—Lithographed steel in bright colors. Garage is 9" x 6" x 9" wide. Has automatic swing-up door. Includes a 5" long T-V Repair Truck—a 5½" long Dump Truck and a 6" long Wrecker Truck. Boxed.
77244A133.....**Retail $1.98**

(D)

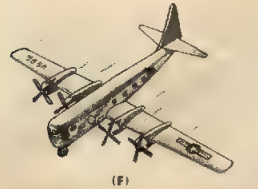
(H) FIRE STATION—Made of steel, beautifully lithographed in bright colors. 8¾" long, 6½" wide, 4¾" high. Automatic door—push lever, door swings up. Includes a 6¼" plastic fire truck with aerial ladder. Boxed.
77243A66.....**Retail $1.00**

(J) EXPRESS TRUCK—Semi-trailer type with 6 wheels. Made of heavy gauge steel with heavy plastic cab 23" long. Baked enamel finish. Steel bumper. Extra spare tire on rear. Regulation red reflectors.
77214A235.....**Retail $3.49**

(E)

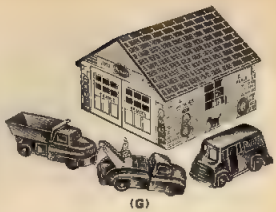
(K) SEMI-TRAILER VAN TRUCK—A heavy duty 6 wheel truck, 23" long. Heavy gauge steel chassis and body with heavy plastic cab. Baked enamel finish. Rear door opens as a loading ramp. Spare tire and wheel in rear. Decorated with regulation reflectors
77213A235.....**Retail $3.49**

(L) FRONT LOADER DUMP TRUCK—Scooper type front elevator deposits load in dump body. Lever action. Swinging tail gate. Heavy gauge steel. 20 in long. Rubber tires. Heavy plastic cab. Pkd. 6—N.B.
77216A175.....**Retail $2.59**

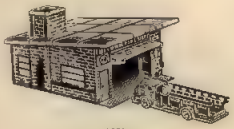


(F)

(M) DUMP TRUCK—Cab and chassis of durable plastic, body litho'd metal 11 in. long. Rubber tires. Lever action dump tail gate swings open. Heavy gauge steel shovel 8 in. long. Boxed.
77217A85.....**Retail $1.29**



(G)

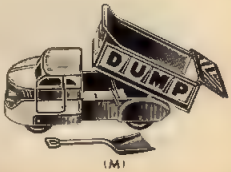


(H)

(J)

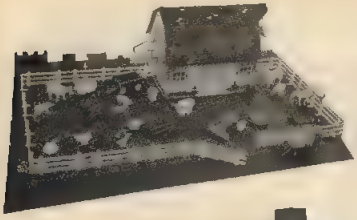
(K)

(L)



(M)

ENTERTAINING PLAYTIME FAVORITES



(A) **MODERN FARM SET** Complete with large, sturdy, brightly litho graphed metal hipped-roof type barn 13¾" long overall, 9¼" wide, 9½" high, 14 pieces of detailed plastic barn accessories, plus a farm tractor that will hitch and pull every one of the 7 plastic farm implements. Set also includes 6 birds, a milk loading platform and enough white frame fence to enclose entire set Barn easily set up without tools.

79100A350 ..... **Retail $5.00**

(A)

(B) **EXTRA LARGE DOLL HOUSE WITH FURNITURE**—Measures 33½" long, 12" deep, 18¾" high overall. Large two-story Colonial type with attached garage and sun deck. Sturdy steel construction. Easy to set up without tools. Outside and inside colorfully lithographed. Wall-to-wall carpeting, throw rugs and linoleum Includes large size, fully detailed colorful plastic furniture—7 living room pieces, 7 dining room pieces, 9 kitchen pieces, 5 nursery pieces, 8 bedroom pieces, 5 bathroom pieces, and 5 sundeck pieces. Rolls Royce Sedan in garage.

79102A550. . . . . **Retail $8.00**

(B)

(C) **SUPERIOR METAL DOLL HOUSE**—With 27 pieces of plastic furniture All metal. Brightly litho'd. Seven rooms. Two outside terraces. Garage with lifting door. Swimming pool. Complete with 27 pieces of large size plastic furniture. Lower windows and doors open. Setup size 28⅛x10½x16⅝ in. Shipped knocked down.

7956A350. . . . . **Retail $5.00**

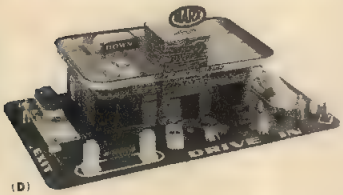
(C)

(D) **SERVICE STATION WITH ACCESSORIES**—A new deluxe service station so real it embodies the details, designs, tools and equipment seen in actual modern service stations. Has ramp running up to top of roof parking space. Has manually operated elevator to move cars to and from the parking area. Includes 17⅛x10½x11-inch station of lithographed steel, 8 assorted plastic cars, jack, grease rack, wash rack, pail, water can, display counter, air pump. 2 gas pumps, oil can rack, grease pumps, sponge, washstand for restroom and toilet, 5 mechanics and attendants. Steel base measures 26¼x14¾ inches.

79112A275. . . . . **Retail $4.00**

(E) **WHIZZ OF A SERVICE STATION**—Looks like the real thing in minia ture. Complete with all parts as illustrated including wash pit, automatic crank elevator, gas pumps, rack, automatic service door that lifts when touched with car bumpers, ramp leading to roof parking station, advertising sign, etc. On sturdy tekwood base measuring 11¼x17½ inches

74064A200. . . . . **Retail $3.00**



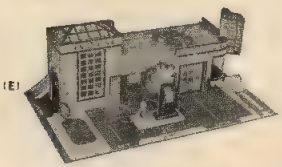
(D)

(F) **METAL DOLL HOUSE WITH FURNITURE**—A beautiful two story, 6-room Colonial type with attached patio. Measures 25½" long, 15¼" high, 9" deep. Completely furnished with sturdy detailed, colorful plastic furniture, sand box, pail, shovel, see-saw, wading pool, boat and slide playground equipment, plus 4 sections of fence and 2 babies molded of flexible plastic. Sturdy steel construction house authentically lithographed inside and out. Easily set up without tools

79101A350. . . . . **Retail $5.00**

(G) **SUPERIOR METAL AIRPORT**—Lots of fun for young aviation enthusi asts. Brightly lithographed metal airport with mechanical flying plane, 2 other planes, landing field, plastic trucks hold water and actually pumps. bus repair derrick, observation platform and outdoor parking on roof, plus all other features as shown. Set-up size, 25x18⅛x10¾ inches.

7953A250. . . . . **Retail $4.00**



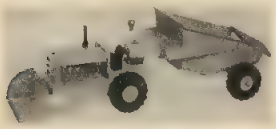
(E)

(F)

(G)

AUTO SERVICE TRUCK WITH TOOLS—Very realistic. Truck made of heavy gauge steel with cab of high impact plastic with litho steel insert and crank operated chain hoist. 15" long, 6" high, 5" wide. Includes miniature jack that works tire iron, screw driver, hammer, tire wrench, 2 tool boxes and 2 spare tires and wheels. Wheels and tires actually removable.

77253A235 ..... **Retail $3.49**



SCALE MODEL EARTH MOVER—Authentically designed. Made of extra heavy gauge steel—reinforced construction. Realistic heavy duty rubber tires with steel inserts. 20½" long. Front loader and action dump body. Imitation engine and realistic exhaust

77251A400. . . . . **Retail $5.95**

SCALE MODEL ROAD GRADER—Authentically designed. Made of extra heavy gauge steel. 19" long. Realistic heavy duty rubber tires with steel inserts—6 wheels. Front wheels steer. Adjustable scraper. Imitation engine and realistic exhaust.

77250A400 ..... **Retail $5.95**

DELUXE SCALE MODEL FREIGHT TRUCK—Very authentic in design. Die cast cab with signal and headlights. Extra heavy gauge steel chassis. Embossed aluminum bed with removable hardwood sides Truck type treaded rubber tires with die cast wheels. Detachable cab. 24½" long, 6" high, 6" wide

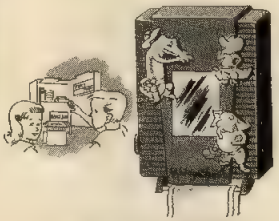
77239A600. ..... **Retail $8.95**

BUCK ROGERS COMMUNICATIONS OUTFIT—A deluxe Walkie Talkie set including 2 personalized Buck Rogers phones in durable plastic cases, double electrical wire, secret dial decoder and operators certificate. Works electro-magnetically No batteries or electrical plug-in. 25th century design. Guaranteed.

78203A267 ..... **Retail $3.98**

ELECTRONIC WALKIE-TALKIE SET—A complete 2-way communications system ready to operate. Works like a telephone. Nothing to wear out or replace. No batteries or electrical plug-in. Works on permanent alnico magnet power, Boxed complete—ready to use. Guaranteed.

78195A200. ..... **Retail $3.00**



FAMOUS BRANDS KIDDIE CHEST—Beautifully designed Jr. plastic cabinet attractively decorated with original animal caricatures. Contains nationally known accessories: Band-Aids, Kleenex, Ivory Soap, Toothbrush, Amni dent toothpaste, towel, tumbler, soap dish and mirror. Easily mounted on any wall.

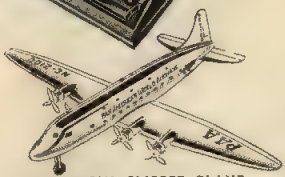
78196A133..... **Retail $2.00**

RING-'N-BUZZ SWITCHBOARD—All metal with handsomely curved highly polished plated metal front. True to life. Has 6 plug-ins and rings and buzzes like real. 2 colorful plastic phones connected with 3 yds. of cord, plus a plastic dial on the switchboard. All dials move and click. 11⅞" long, 11⅜" high, 6¼" wide. Complete with 2 standard flashlight batteries

7704A600..... **Retail $8.95**

TOM THUMB TYPEWRITER—Letters arranged in same order as on the standard keyboard. Each key individually operated. Shift key for capital letters. New ribbon shift and fingertip spacer. Ball bearing carriage. Uses standard ⅛" ribbon. Red wrinkle finish with black trim. Size, 10" deep, 10¼" wide, 6" high.

79009A1335..... **Retail $19.95**



PAN AMERICAN CLIPPER PLANE—Strong steel construction. Finished in baked enamel. Appropriate wing and fuselage markings. Completely detailed dummy motors and free spinning propellers. Tricycle landing gear and dual wheels. Fuselage 21¼"; wingspread 27¼".

77024A200 ..... **Retail $3.00**

TOM THUMB CASH REGISTER Sturdily made, with 13-key chrome plated front Sides and trim attractively painted in wrinkle black paint. Unbreakable plastic window. No sharp edges. Protective rubber feet. Includes metal play money. Size, 7¼"x6½"x7¼". Drawer opens and bell rings.

79006A267..... **Retail $3.98**

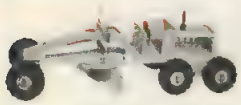
79008A200—Same as above, except in all red wrinkle finish..... **Retail $2.98**

Another Big Page!

. . . from WYANDOTTE'S volume

OF FAST-SELLING MERCHANDISE

1015 AUTO SERVICE TRUCK WITH TOOLS



1603 ROAD GRADER

220 AMERICAN AIRWAYS PLANE

9622
"HOPALONG" HOLSTER SET

VARIETY
QUALITY
ECONOMY

. . . . for the discerning toy buyer—a complete refreshed line of quality merchandise, including mechanical train sets, durable plastic items, steel, die cast and lithographed metal toys.

These, plus a new selection of western cap guns and holster sets make "Wyandotte" a perennial source of reliable merchandise for discriminating toy buyers everywhere.

Visit us in Suite
1156 - 1158 - 1160
200 FIFTH AVENUE
NEW YORK

Other Selections Each Month. . .Watch for Them!

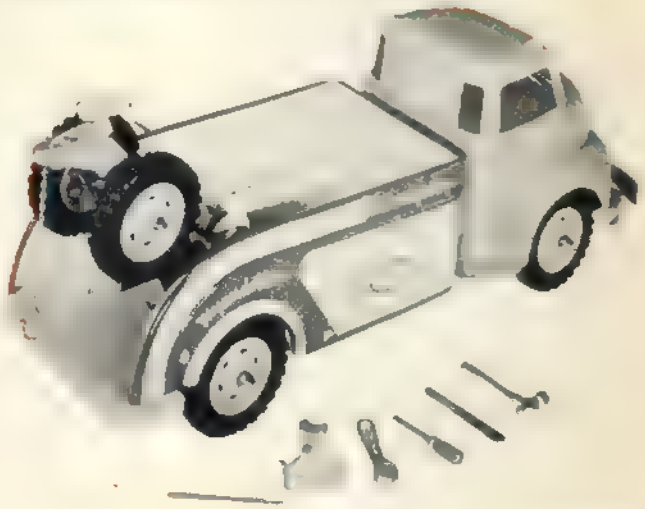
ALL METAL PRODUCTS COMPANY WYANDOTTE, MICHIGAN U. S. A.
N. Y. Sales office: 200 FIFTH AVENUE, N. Y. 10, N. Y. Export Office: 112 E. 19th St., N. Y. 3, N. Y.

Another Big Page!

. . . from WYANDOTTE'S volume

OF FAST-SELLING MERCHANDISE

1015 AUTO SERVICE TRUCK WITH TOOLS



1603 ROAD GRADER

220 AMERICAN AIRWAYS PLANE

9622
"HOPALONG" HOLSTER SET

VARIETY
QUALITY
ECONOMY

. . . for the discerning toy buyer—a complete refreshed line of quality merchandise, including mechanical train sets, durable plastic items, steel, die cast and lithographed metal toys.

These, plus a new selection of western cap guns and holster sets make "Wyandotte" a perennial source of reliable merchandise for discriminating toy buyers everywhere.

Visit us in Suite 1156 - 1158 - 1160
200 FIFTH AVENUE
NEW YORK

Other Selections Each Month. . . Watch for Them!

ALL METAL PRODUCTS COMPANY WYANDOTTE, MICHIGAN U. S. A
N. Y. Sales office: 200 FIFTH AVENUE, N. Y. 10, N. Y. Export Office: 112 E. 19th St., N. Y. 3, N. Y

YORK & FOSTER

MODERN OAK
and Plastic
DINING ROOM

Graceful simplicity and smart utility characterize this modern, Solid Oak Dining Room furniture with the mar-proof plastic table tops, and plastic upholstered chair seats and backs. The group illustrated at the right is available in a choice of Lime, Sand Lime, Dove Gray or Ebony Oak finishes. Group illustrated below is available in Lime Oak or Ebony Oak only. Please specify finish desired.

All Prices F.O.B. Pennsylvania

(A) 5-PC. SOLID OAK DINING ROOM SUITE—Consists of a plastic top extension table, 32" x 45", extending to 55" with one 10" leaf. 4 chairs with plastic slip seats and backs. Seat size 17" x 15". Specify Lime, Sand Lime, Gray or Ebony plastic. Specify finish as listed above. Ship. wt. 120 lbs.

42-4D6350 . . . . . **Retail $98.00**

(B) SOLID OAK BUFFET—43" x 17" x 32" high. Full width drawer with center drawer guides and 2 cupboard doors. Specify Lime, Sand Lime, Dove Gray or Ebony Oak finish. Ship. wt. 90 lbs.

42-5D4360 . . . . . **Retail $65.00**

(C) SOLID OAK CHINA CABINET—32" x 17" x 59" high. Sliding glass doors, center guided full-width drawer and 2 cupboard doors. Specify Lime, Sand Lime, Dove Gray or Ebony Oak finish. Ship. wt. 110 lbs.

42-6D5440 . . . . . **Retail $79.95**

(A) 5-PC. SOLID OAK DINING ROOM SUITE—Consists of a plastic top dining table and 4 solid oak chairs with plastic seats and backs. Seat size 17¼" x 15½". Overall height 33". Curved back size 18" x 12½". Specify Lime Oak or Ebony plastic. Specify finish as listed above. Ship. wt. 148 lbs.

42-1D7720 . . . . . **Retail $119.00**

(B) SOLID OAK BUFFET—48" x 32" x 16". Center guided full width drawer and 2 cupboard doors. Specify Lime Oak or Ebony Oak finish. Ship. wt. 105 lbs.

42-2D4960 . . . . . **Retail $79.00**

(C) SOLID OAK CHINA CABINET—33" x 60½" x 15". Sliding glass doors, full width drawer and 2 cupboard doors. Specify Lime Oak or Ebony Oak finish. Ship. wt. 115 lbs.

42-3D5940 . . . . . **Retail $89.95**

New BMC Deluxe Tractor with KNEE ACTION, chain drive, and semi-pneumatic tires. It's rocket styled to sell on sight!

BMC Blue Streak Pedal Drive with ball bearings in pull straps. Wider seat. Priced to move in volume!

...with adjustable seat, heavy gauge steel construction and easy steering. Engineered for years of play.

BMC Announces the World's Most Complete New Line of Juvenile Wheel Goods

plus the sensational new sales making exclusive

KNEE ACTION

plus new traffic making prices

New BMC Trainer Bike with trainer wheels, seat adjustable to 4 positions. And exclusive BMC KNEE ACTION! 14" or 16" semi-pneumatic tires!

New BMC Jeanie Pedal Car with wider seat, safe rolled edges and puncture proof tires. Safe all steel construction. Chain Drive! Moderately priced!

New BMC Scooter with heavy duty tires, exclusive BMC KNEE ACTION, chain drive, non mar finish. A truly exceptional value!

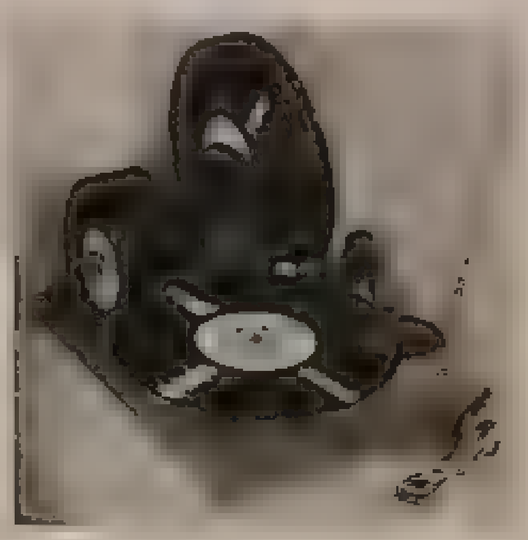
BMC Heavy gauge 1-piece steel body, extra wide duo-seat, chain drive. Chrome detail. A streamlined beauty!

TOY LEADERS FOR '53

ELECTRIC ACOUSTIC RECORD PLAYER
WITH BUILT-IN RECORD RACK FOR 40 RECORDS
Will play 4" to 10" records.
Suggested Retail $9.95

Also available—record albums consisting of three 7" records at 98¢ Retail. America's favorite Nursery Rhymes, Westerns, Hill Billy Song Stories and Lullabyes.

3-SPEED RECORD PLAYER
WITH BUILT-IN RECORD RACK



33⅓, 45 and 78 RPM's with amplifier. Attractive and sturdy case, built-in record rack. Will play all records to 10".

Suggested Retail $19.95

Manufactured by CREST RECORDS, Inc.

STUFFED TOYS

The Greatest Advance in 50 Years

WASHABLE FOAM RUBBER STUFFED PLUSH TOYS

Automatic Washing Machine Tested. SANITARY, Cuddly Animal Characters. Popularly priced for volume sales.

$1.49 to $5.00 Retail

F.O.B. New York City

See "SARK"

The Sensational Cross-Word Card Game

Suggested Retail Price $1.00

Complete line of

GRATON & KNIGHT HOLSTER SETS

made of hair-on hides, and top grain cow-hide sets, with adjustable belts and holsters. (See advertisement elsewhere in this issue.)

AL COUSINS ASSOCIATES

Sole Sales Representative

200 5th AVENUE ROOM 263 NEW YORK 10, N. Y.

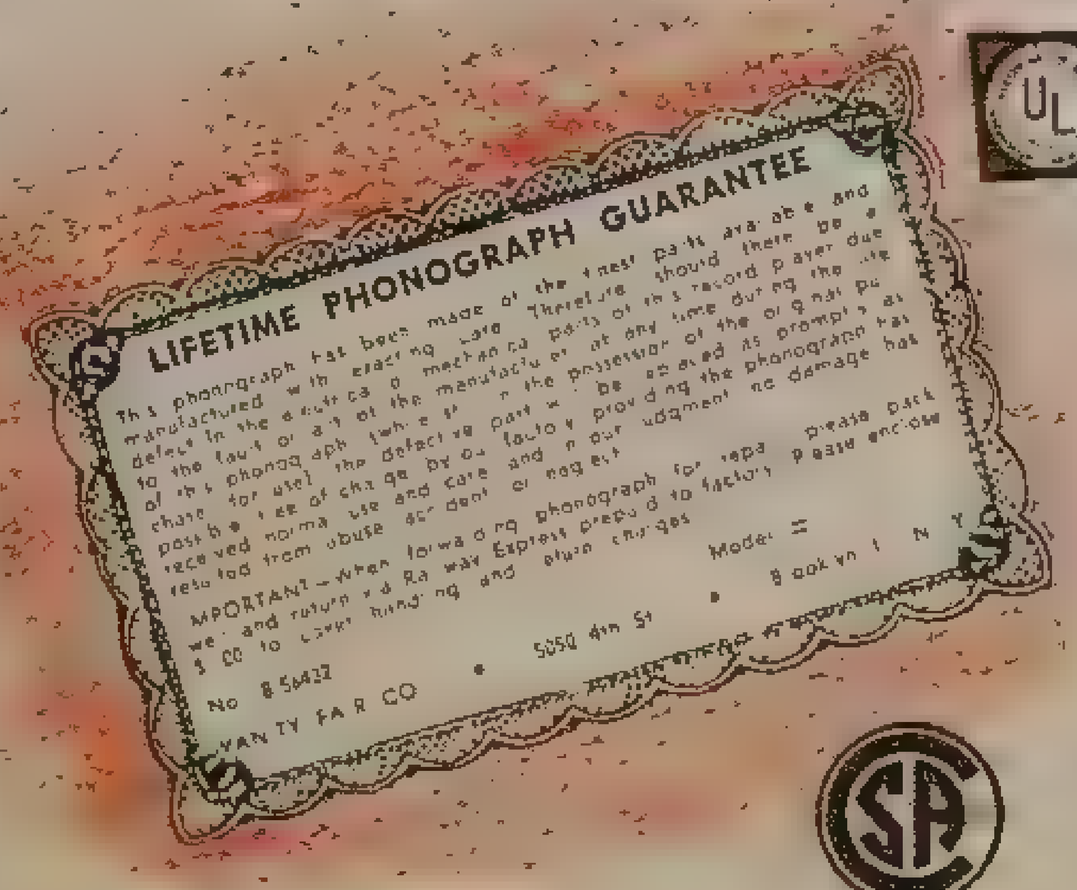
515

A LIFETIME OF PLEASURE *by*

VANITY FAIR

The Greatest Phonograph Idea in 50 years!

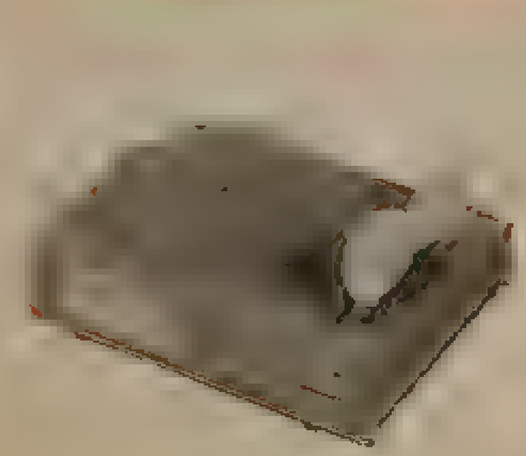
"WORLD'S FINEST PHONOGRAPHS"



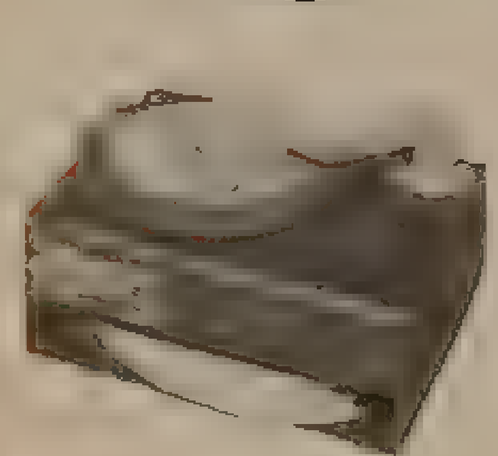
VANITY FAIR ON A PHONOGRAPH MEANS:

- ★ Lifetime Guarantee on all acoustic models by registered number.
- ★ All acoustic phonographs carry the U/L and Canadian Standards Approvals.
- ★ Only Vanity Fair has the Play-Proof Metal Case.
- ★ Arm Rests to minimize needle breakage.
- ★ Customer-proven special 2 ounce throw-back arm on acoustic models.
- ★ All acoustic models sound engineered

MODEL No. 503—THREE IN ONE PHONOGRAPH MODEL, smart, compact, portable, table model with record storage compartment, all metal case and detachable cover in red or blue, complete with package of needles, individually packed in air-cushioned carton, 6 to master, weight 50 lbs. U/L and CSA Approved



MODEL No. 500—TABLE MODEL ACOUSTIC PHONOGRAPH in Play-Proof metal case, beautifully colored in red or blue, complete with package of needles. Packed individually in air-cushioned carton, 6 to master shipping weight 38 lbs. U.L. and CSA Approved



MODEL No. 505—TABLE MODEL CONSOLETTE with record storage space complete with package of needles, colored in red or blue, individually packed in air-cushioned carton, 2 to master weight 46 lbs. U.L. and CSA Approved

MODEL No. 400—PORTABLE ACOUSTIC MODEL PHONOGRAPH in the New Play Proof metal case has all the outstanding features of the other Vanity Fair models, . . specially low priced. In red or blue complete with package of needles. Individually packed in air cushioned carton six to master, weight 44 lbs. U.L. and CSA Approved

SEE THEM AT THE

TOY FAIR

ROOM 520 — HOTEL McALPIN

Represented by

COLEMAN & HIRSCHMAN

ROOM 1460—200 FIFTH AVENUE, NEW YORK 10

The **VANITY FAIR** *Co*

BROOKLYN 11, NEW YORK

Plastic Peg 'n Pound

America's big seller will be your biggest seller with this eye-stopping

WRITE!

get FULL INFORMATION on how you can get yours fast.
Don't miss out on the best SELLING offer ever.
It'll build sales, and add excitement in your toy department.

See it at the

TOY FAIR

Room 1131-33
Hotel McAlpin
and our New York Showroom
Room 214 — 200 Fifth Ave.

J. DO
1540 Woo

THIS STURDY ALL PLASTIC POUND TOY has endless play value in its 3 removable different shaped pegs and revolving cylinder which enables the child to pound from any angle Packed 24 per carton. Shipping weight 25 lbs

It's a CIRCUS PARADE Toy by J. DONALD BIEVER, Inc

No. 800

it's BRAND NEW *. . . for ages 1 to 4!*

it's approved by Child Psychologists!

Plastic Peg 'n Pound

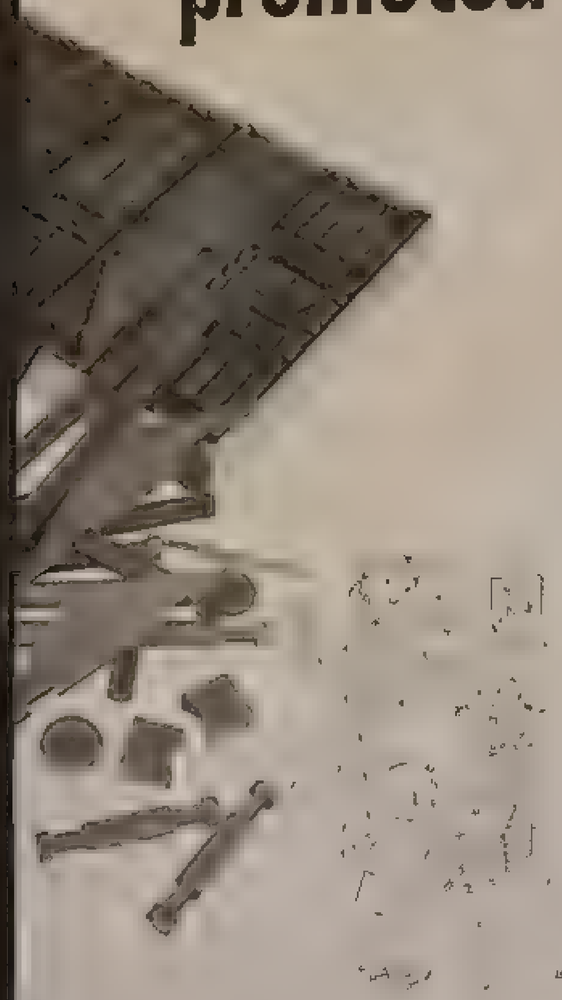
J. DONALD BIEVER INC.

1540 WOOD STREET - PHILADELPHIA 2, PENNA.

New York Showroom - Room 214 - 200 Fifth Avenue

Playskool makes history!

Lincoln Logs now promoted in schools



Lincoln Logs' School Education Program highlights the biggest promotion ever put behind a single toy product! It's an absorbing classroom program featuring an informative new booklet "The Conquest of the West" — available free for all students. Teachers also get all they need to have their pupils build a model log cabin fort with **Lincoln Logs**. Very soon in schools from coast to coast, thousands upon thousands of children will be playing with **Lincoln Logs** as part of their regular classroom activities! These same children will want their own **Lincoln Logs** sets—and your store will sell them!

Lincoln Logs on TV!

To kick off its nation-wide promotion, **Playskool** presents The Lincoln Logs Pioneer Playhouse on a #1 spot, Saturday 10:30 to 11:00 A.M., in Philadelphia, and in market on a #1 CBS station, WCAU! Host for the show is *Falcon*, popular Dick Chamberlain personality. The new Lincoln Logs *Building Contest* will be the big feature! In addition, **Lincoln Logs** will be advertised in these top rated programs: Roy Rogers, Gene Autry, Red Ryder, Tarzan and The Lone Ranger—plus The Grade Teacher, Child Life, Parents Magazine, Woman's Day, Good Housekeeping, and Family Circle.

GET THE HISTORY-MAKING DETAILS AT THE TOY FAIR . .

Playskool makes history!

Playskool toys on self-selection units

Here's your answer to today's self-service, self-help selling trend! Never before have educational toys been made so desirable! The toys can be picked up —taken apart—played with. Your customer can find out for herself—by sight and touch—just how wonderful **Playskool** toys really are!

The unit includes a peg-board superstructure with staggered shelves for dramatic single displays. A panel on the board carries pictures and descriptive copy for each toy. The entire unit is cold-lighted for brilliant color—clarity—excitement! Put it to work in your store without delay.

New! Playskool Foundation formed to help you!

A group of famous educators and child psychologists will contribute surveys and research projects which teach us more about the playtime needs of children . . . teach *your customers* the value of **Playskool**'s educational toys . . . and help *you* sell more toys more profitably. The Foundation with **Playskool** toys, will be advertised in the leading consumer publications . . . will refer customers directly to your store.

OR MAIL THIS COUPON TODAY

PLAYSKOOL MFG. CO., 7435 Natchez Ave., Chicago, Ill.
Please send me complete details on your Playskool

11 10 9 8 7 6 5 4 3 2 1 0
18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

The Navy Learns to Fly—

In June of 1911 Lieut. John H. Towers (left) and Lieut. T. H. Ellyson (right) were ordered to Hammondsport, N. Y. to be taught to fly at Glenn Curtiss' flying school. They were the Navy's first two air pilots, and subsequently both were to rise high in the ranks of the naval air service.

● Our nation's naval air arm has come a long way since the days when the young Lieutenants Towers and Ellyson learned to fly.

And through the years, these great advances in aeronautical engineering have been matched by equally important developments in aviation fuels.

Phillips Petroleum Company, a pioneer in the development of fuels for all ranges of flight, is today one of the country's largest suppliers of aviation gasolines for commercial, military and private use. Phillips is always ready with new fuels for the very latest developments in turbo-props and jets . . . in addition to supplying great quantities of 115/145 grade aviation gasoline.

Rely on Phillips for dependable, high performing aviation products.

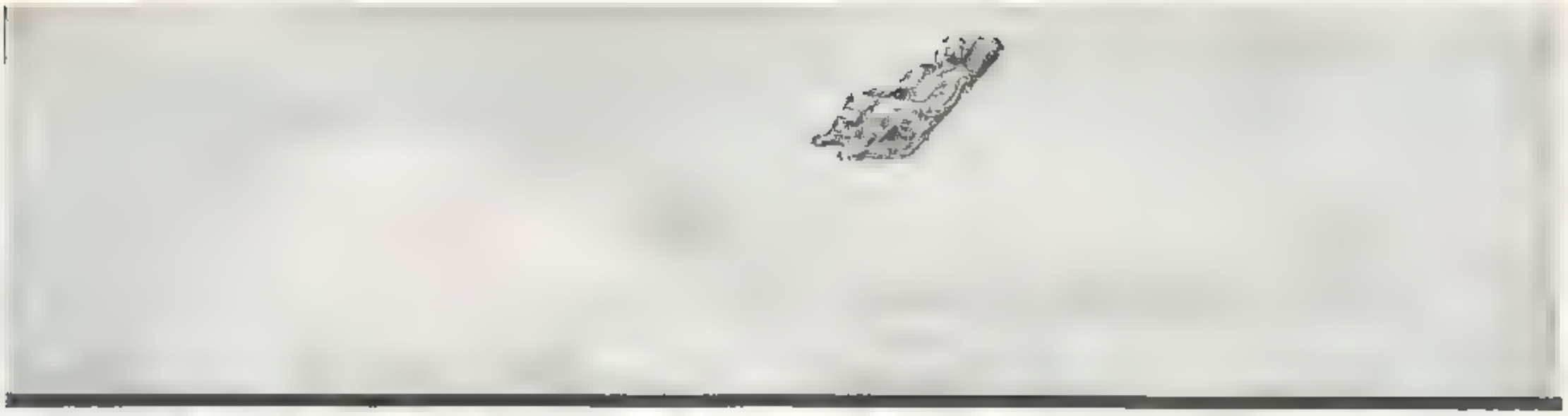
The Naval Air Cadet's first landing on an aircraft carrier marks his promotion from cadet to full-fledged naval aviator. Here the pilot of a U. S. Navy Skyraider receives instructions for landing aboard the U.S.S. Tarawa.

Phillips 66

AVIATION PRODUCTS

AVIATION DIVISION
PHILLIPS PETROLEUM COMPANY
BARTLESVILLE, OKLAHOMA

1903 50TH ANNIVERSARY OF THE AIRPLANE 1953



ESCAPE

Here is a record of performance no other type of parachute has ever delivered.

An ejection seat with a 400 pound load equipped with a Pioneer P7-B parachute was catapulted from a jet plane flying at a speed of 600 miles per hour at a 200 foot altitude. The parachute was fully opened and in normal rate of descent 150 feet above the ground.

This is but one of hundreds of tests, under the most difficult circumstances, which have proved the performance superiority of the new PIONEER GUIDE SURFACE PERSONNEL PARACHUTES.

The new P-7B* P-9B* Pioneer Parachutes *make the difference!*

**Patents applied for in U.S. and principal countries throughout the world*

PIONEER PARACHUTE COMPANY, INC.
MANCHESTER, CONNECTICUT, U.S.A.
CABLE ADDRESS: PIPAR, Manchester, Conn. U.S.A.

Bent *FLEXSEAL* Safety Glass solves difficult optical problem on North American's newest Sabre jet

THIS NEWEST VERSION of North American Aviation's Sabre jet, the F 86D, uses Pittsburgh Multiplate and Pittsburgh Flexseal Safety Glass. It features the same sweptback wing with its high lift and low drag that helped an earlier Sabre set a world's speed record. A more powerful jet engine gives it even greater performance characteristics.

NORTH AMERICAN AVIATION'S new F-86D Sabre jet features even greater speeds and higher altitudes than its Sabre predecessors. These performance improvements presented a difficult optical problem that Pittsburgh engineers helped to solve.

To give the pilot the greatest possible freedom from vision distortion, Pittsburgh engineers designed special bent panels of Pittsburgh Flexseal Safety Glass for the openings to the right and left of the windshield. This glass-and-plastic lamination has the stamina to stand up under the speeds and altitudes at which this plane operates.

The windshield of the Sabre makes use of Pittsburgh Multiplate Safety Glass, a bullet-resisting, gunsight reflector-type glass.

Manufacturers of the nation's first-line military and commercial planes bring their glass and glazing problems to Pittsburgh. They know they'll receive competent design assistance as well as the finest Safety Glass that modern research and manufacturing methods can produce. We invite your inquiries, too. Pittsburgh Plate Glass Company, Room 3190, 632 Duquesne Way, Pittsburgh 22, Pennsylvania.

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

An essential of good living is a fine car—a car that is beautiful and luxurious, with performance, comfort, roominess and size. But these fine-car qualities need not be expensive—as thousands of Pontiac owners who could afford to pay much more will tell you. They have learned that Pontiac is built with the finest—yet priced with the least. That's why more and more former drivers of higher-priced cars are now driving Pontiacs—and enjoying every mile.

Dollar for Dollar you can't beat a Pontiac

SEE DAVE GARROWAY'S NEW NIGHTTIME SHOW Friday WNBT TV 8:30 p.m.
SEE "PONTIAC SCOREBOARD" after the GM Football Game Saturday WNBT TV

SEE YOUR NEAREST PONTIAC DEALER

there's plenty new in Bell Toys at HILL

NEW

Many brand new numbers have been added to the fantastic HILL TOYS line... riding toys with swivel action... telephones... sparkling new pull and push toys... all with sheer, subtle, plated chrome.

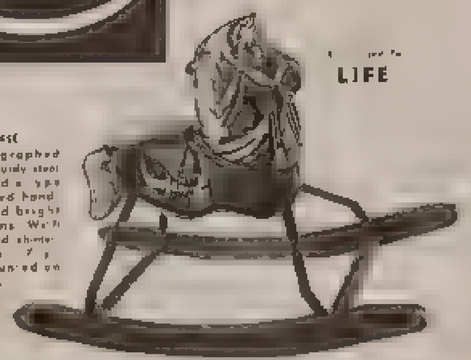
NEW

All HILL TOYS numbers are beautifully lithographed with delightful new animal characterizations and gay colors. There's up-to-the-minute BUY-appeal designed into every HILL TOY.

NEW

You'll find traditionally fine HILL TOYS service newly improved, with expanded sales and factory plants to handle your orders efficiently and promptly. And more attractive new sales helps are just some bits ahead!

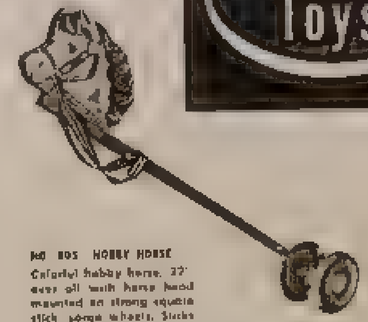
HILL TOYS AND BELLS SINCE 1854



No. 37
ROCKING HORSE
Gay lithographed horse on sturdy steel legs. Saddle type seat, tubular hand grips and bright chrome trim. Wood rubber-tipped shoes. 2 wide, 2 high. Mounted on 35 rockers.

LIFE

No. 33
BOUNCING BRONCO
Wild west act on horse plays a tune. Bouncing-side saddle type seat equipped with turned hand grips. Four 3½" steel reinforced wheels and four 2½" nickel-plated springs on wheels individually boxed. 6 high, 7 wide.

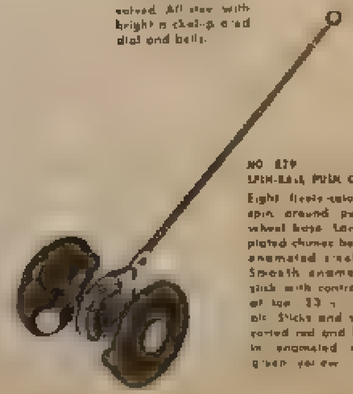


NO. 805 HOBBY HORSE
Colorful hobby horse, 32" over all with horse head mounted on strong aquatic stick. Large wheels, sticks and wheels are assorted red and blue.

NO. 916 MERRY MERRY GO ROUND
This merry toy is pulled by a colorful horse, and features four individually designed horses with legs and tails which spin around under a bright red canopy trimmed with multi-colored ornaments. 4 steel wheels, and two large nickel-plated gongs. Individually boxed 18" long, 12" high, 9½" wide.

NO. 877
DOUBLE BELL
PLAY TELEPHONES
Youngsters get extra enjoyment on sturdy gray telephone with return dial that rings double bell when removed. All steel with bright chrome dial and bells.

LIFE



NO. 829
SPIN-EASY PUSH CHIMES
Eight fleet-colored balls spin around push chime wheel base. Large nickel-plated chimes between big enameled steel wheels. Smooth enameled plastic pick with contrasting ball on top. 33" long overall. Sticks and wheels assorted red and blue. Balls in enameled red, blue, green, yellow.

N. Y. SHOWROOM, ROOM 463, 200 FIFTH AVE., N. Y. 10, N. Y.
H. W. BESSELL, OREGON 3-4595
Pacific Coast Rep. The Standard Toy Service, 718 Mission St., San Francisco, Cal.

Showroom: ROOM 1463 200 FIFTH AVE. N. Y. C.

The N. N. Hill Brass Company
EAST HAMPTON, CONN.

This picture of the Convair 340 shows what Rohr is famous for — building power packages — power packages for the Convair 340 — and other world-famous commercial and military planes. Of course, Rohr aircraftsmen do more than this. Currently they are producing more than 25,000 different parts for all types of airplanes.

power packages by

ROHR

WORLD'S LARGEST PRODUCER OF READY-TO-INSTALL POWER PACKAGES FOR AIRPLANES

ROHR AIRCRAFT CORPORATION CHULA VISTA AND RIVERSIDE CALIFORNIA

power packages by

ROHR

ROHR AIRCRAFT CORPORATION

FROM HERE TO THERE—*IT'S FASTER BY AIR!*

You can get from where you are to where you want to be—faster by air.
That's why hundreds upon hundreds are joining the thousands upon thousands who yearly travel millions upon millions of miles -by air! Next time —save time—*your time*—fly!

power packages by

ROHR

You're boarding a United Airlines Convair-Liner 340—and there on the wing you see the Rohr-built "power packages" ready to wing you along the skyways of the world. For the Convair 240, and its successor, the Convair 340, Rohr manufactures and assembles the engine mount, cowl panels, ducts, exhaust system, tanks and other units which transform a Pratt & Whitney engine into a complete, ready-to-install "power package.

WORLD'S LARGEST PRODUCER OF READY-TO-INSTALL POWER PACKAGES FOR AIRPLANES

ROHR AIRCRAFT CORPORATION
CHULA VISTA
AND RIVERSIDE CALIFORNIA

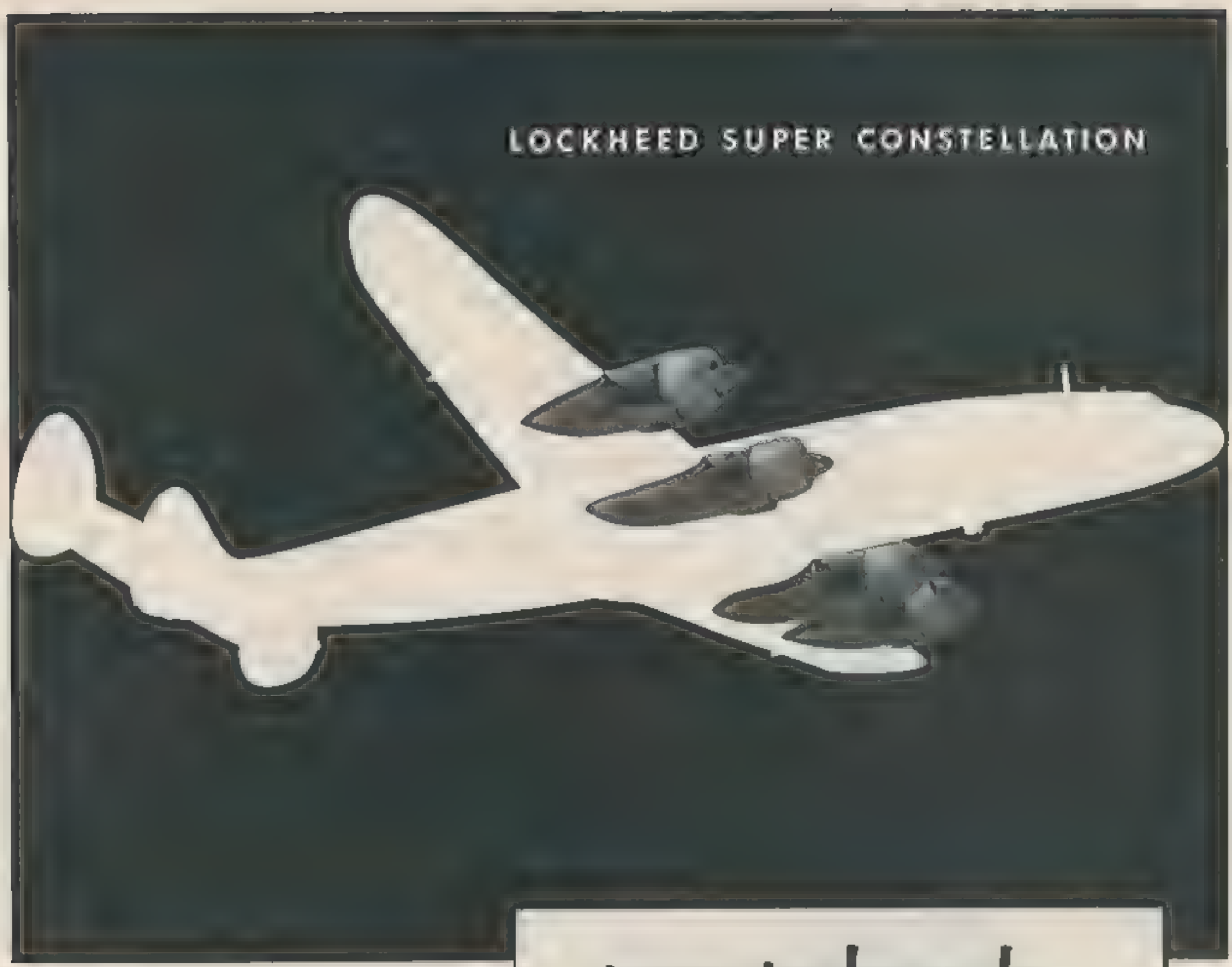
We show you this picture of the Lockheed Constellation this way — to illustrate to you what Rohr is famous for: Building power packages — power packages for the Lockheed Constellation and other world-famous commercial and military planes. Of course, the Rohr aircraftsmen do more than this. Currently they are producing more than 25,000 different parts for all types of airplanes.

power packages by

ROHR

WORLD'S LARGEST PRODUCER OF READY-TO-INSTALL POWER PACKAGES FOR AIRPLANES

ROHR AIRCRAFT CORPORATION CHULA VISTA AND RIVERSIDE CALIFORNIA



This is the newest Lockheed commercial airplane — the beautiful Lockheed Super Constellation. As pictured here, it shows what Rohr is famous for — building power packages for it and other world-famed commercial and military planes. Of course, Rohr Aircraftsmen do more than this. Currently they are producing more than 25,000 parts for all types of airplanes.

power packages by

ROHR

WORLD'S LARGEST PRODUCER OF READY-TO-INSTALL POWER PACKAGES FOR AIRPLANES

ROHR AIRCRAFT CORPORATION CHULA VISTA AND RIVERSIDE CALIFORNIA

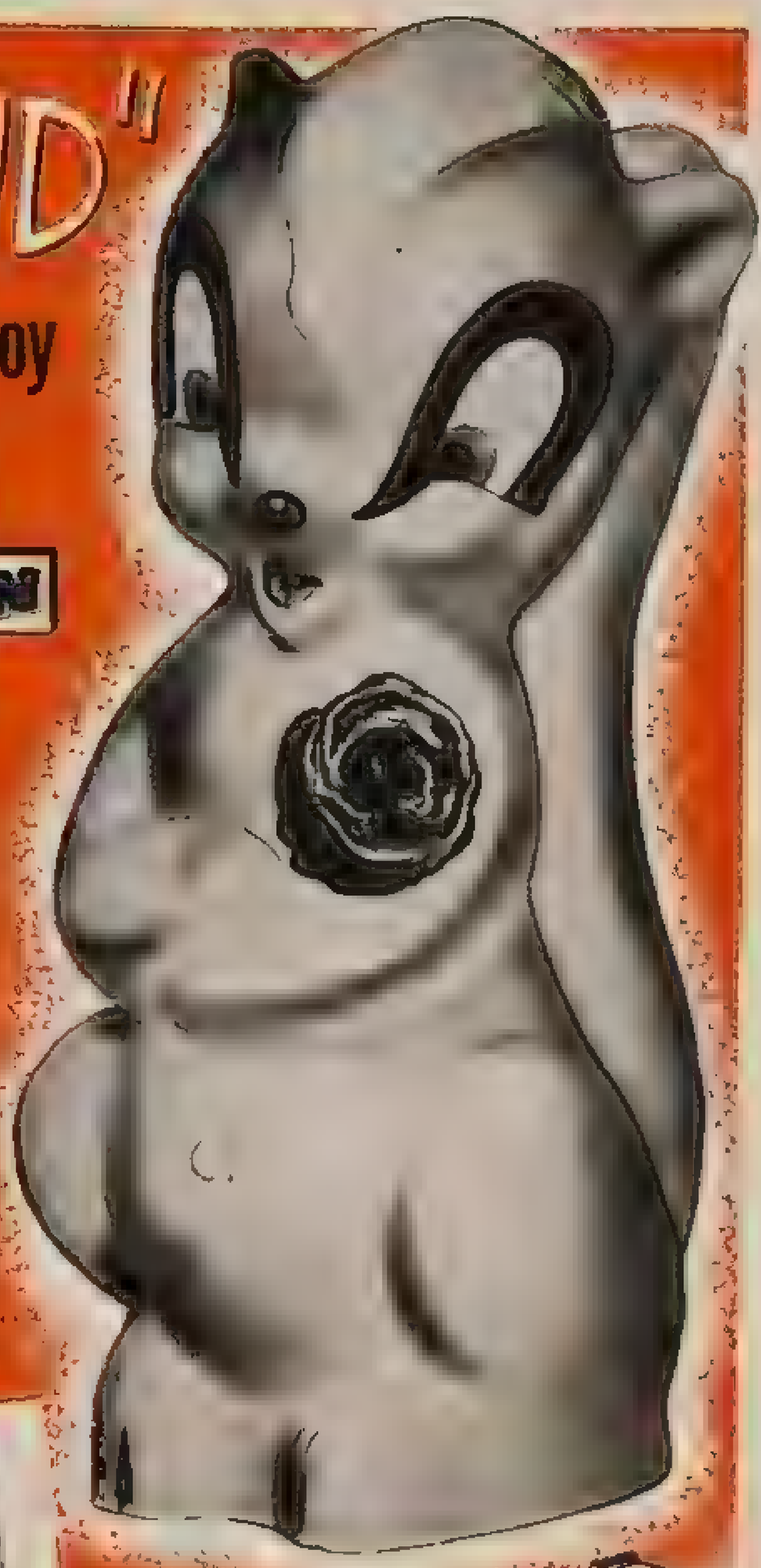
"ROSEBUD"

the new squeeze-toy
SCENT-sation by

ALAN JAY

. . . just one of a bevy of
permanently scented
sales-making plastic toys
by ALAN-JAY

at the **TOY FAIR**
Room 1037
Hotel New Yorker



Phenomenal
LITTLE PUG
boxing gloves. Soft plastic, permanently scented squeeze toy . . . A two-way knockout by Alan Jay!

TEE-WEE CIRCUS
complete with Clown, Elephant and Bells . . . attached to a stay-put suction cup
Just one of a spectacular variety of hard-plastic nursery stars by Alan-Jay—
They smell good . . . sell good!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Ask For Our New 1953 Catalog!

PLASTICS, INC. 4502 PARK AVENUE, NEW YORK, N. Y.

THE GAME SENSATION THAT'S SWEEPING THE NATION

SKUNK *The Exciting Dice Game for the Whole Family*

Truly the most entertaining game to hit the toy market in the last ten years

THRILLS — LAUGHTER — SUSPENSE — EXCITEMENT in every roll of the dice

Children love it — Adults demand it — easy to play, needs no deep concentration — any number can play. A laff a minute.

Packed in a beautifully designed box 8½" x 11¼" x 1" printed in 3 colors — complete with 100 score sheets, 120 white, red and blue chips and one pair of specially designed dice.

Games are packed 12 to a master shipper, minimum shipment, weight 13 lbs.

F.O.B. Minneapolis 11, Minnesota.

Get in on the easy profits of this fast moving item at **$2.00**

Order Today!

We invite you to say hello in
Room 1279 & 825
HOTEL NEW YORKER
during the Fair

W. H. SCHAPER MANUFACTURING CO., INC.

MINNEAPOLIS 11, MINNESOTA

Fastest Repeating 10c Toy on the Market

RAINBOW CHAIN

Creative Fun for Children

NO DANGEROUS SCISSORS OR MESSY PASTE NEEDED. JUST MOISTEN AND USE.

Perfect Rainy Day Pastime

Rainbow Chain gives hours of stimulating and creative fun for children. A package contains 96 pieces of gummed paper, ½" wide by 4-1/6" long, in 8 brilliant colors to make rings, chains, flowers, baskets, lanterns, weave mats, design party decorations and innumerable other colorful patterns. Rainbow Chain is made exclusively from the finest gummed paper and is odorless, tasteless, harmless and non-toxic.

Rainbow Chain is invaluable for use in nursery, kindergarten and play schools. Extremely beneficial in therapy for polio and paralysis victims.

A [illegible] way to make unusual party favors [illegible]

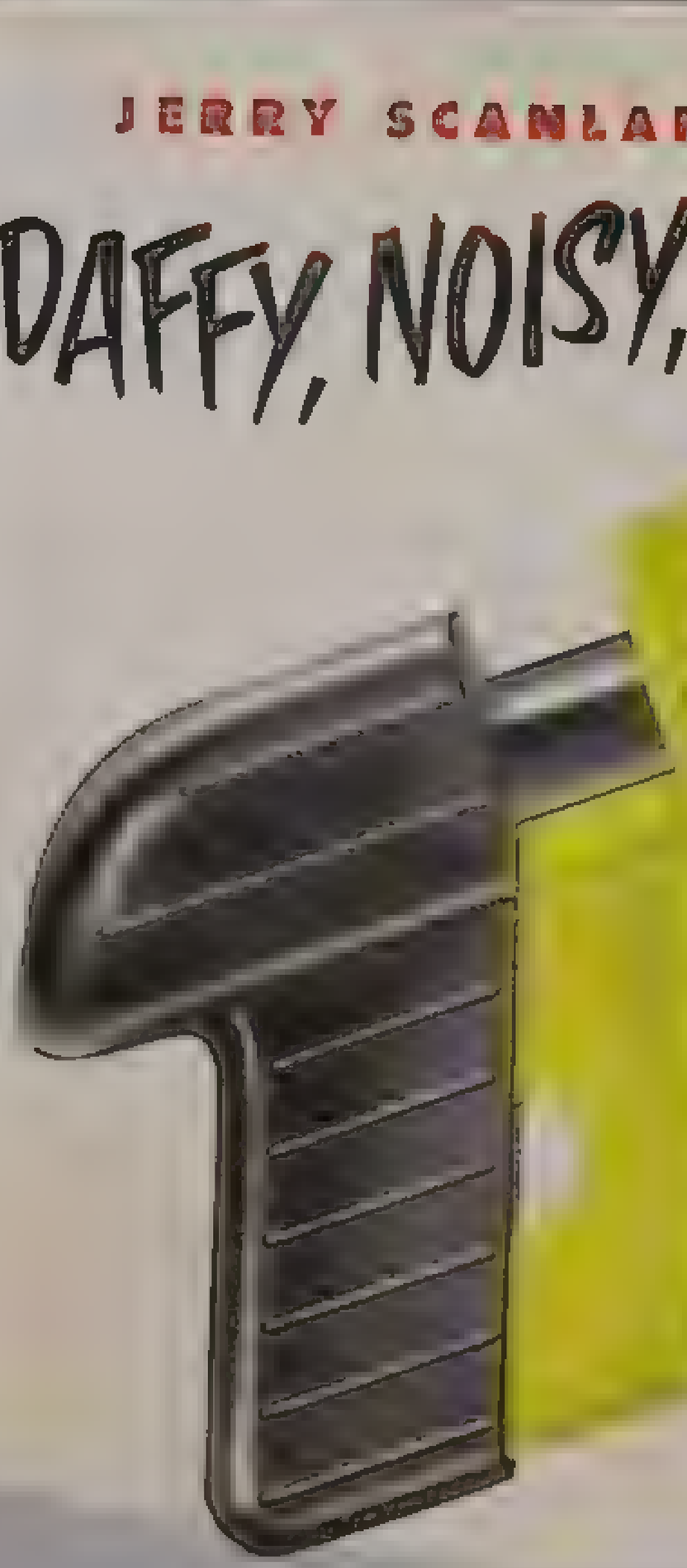
Rainbow Chain packed 36 to a [illegible]. One [illegible] for [illegible] ment, 1 gross [illegible]

THE RONETTE COMPANY

1903 NORTH GREEN BAY AVENUE, MILWAUKEE 6, WISCONSIN

JERRY SCANLAN'S

DAFFY, NOISY, and DELIGHTFUL—



SPACE SCOUT SPUD GUN

TRADE MARK

Shoots Harmless Little Plugs of Raw Potato— with a Dandy BANG! — from 30 to 50 Feet

You press the gun muzzle into a raw potato, carrot, turnip or similarly firm vegetable or fruit . . . twist off a tiny plug . . . squeeze the trigger . . . and the harmless pellet POPS out like a champagne cork! Sturdy 2-color plastic, with steel coil spring and leather compression gasket. Each gun in a handsome box with full instructions.

6 dozen to carton, weight 16 pounds.

RETAILS AT..... 79c

COUNTLESS HOURS OF FUN WITH ARTOONS

MADE MARK

Big, gay box (size 10" x 12") holds a blank face and dozens and dozens of funny cardboard eyes, noses, mustaches, ears, teeth, etc., which the player moves in place at will. Over 500,000 funny combinations can be made but we haven't figured exactly; we've been too busy laughing over this silly thing. 100% pure fun, with a 20% bonus of art-education value.

2 doz. to carton, weight 14 pounds.

RETAILS AT..... 50c

JERRY SCANLAN 1901 NORTH CLYBOURN AVENUE • CHICAGO 14 ILLINOIS

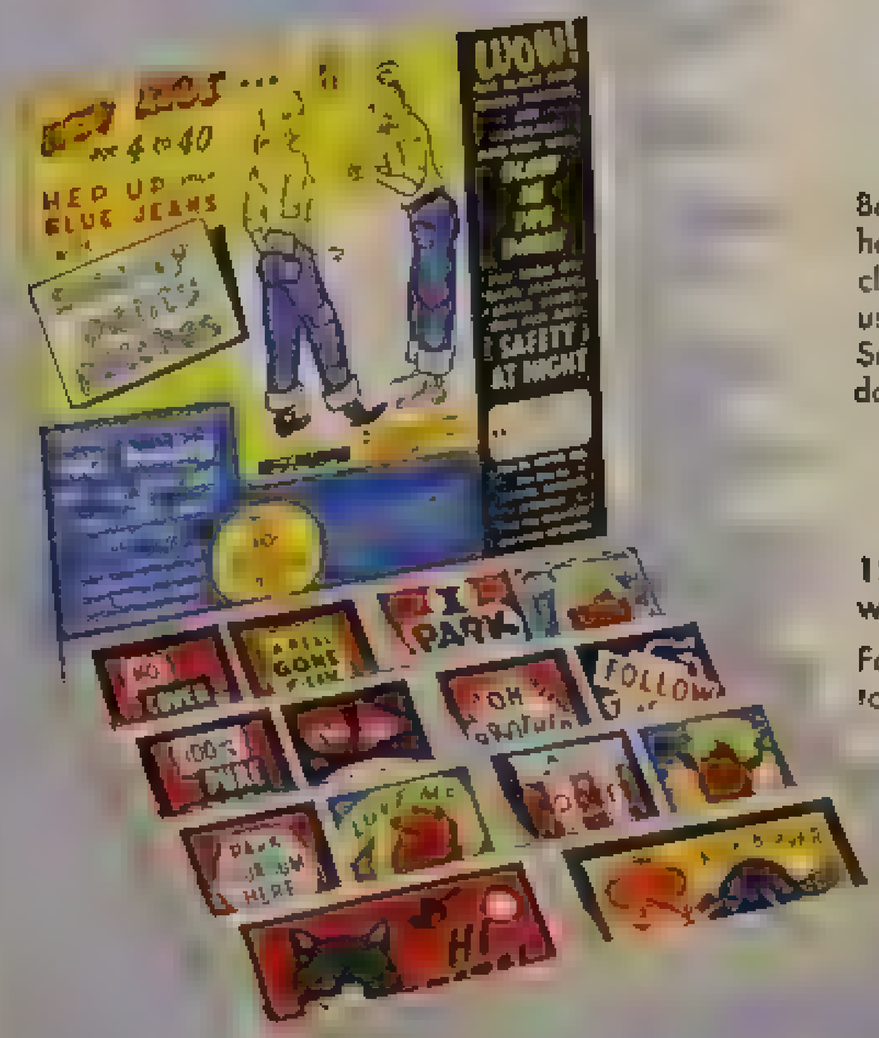
Telephone EAstgate 7-8446

EASTERN SALES OFFICE: Sam Weisman, 200 Fifth Avenue, New York City

A whole new crop of

smarty-pants patches

TRADE MARK



Better than ever! New, crazy cartoons and real cool gags, given us by hep teen-agers and transferred in blazes of color to adhesive-backed cloth patches that slap on, peel off, by hand—NO IRONING! Can be used over and over, on jeans, shirts, coats—without harm or stain. Self-selling display boxes have no two patches alike. Some glow in the dark. Two styles:

Box No. 84-10—Has 84 standard 10¢ patches
Box No. 10-25—Has 64 10¢ patches and 8 double-size 25¢ patches with tail-light reflector buttons.

12 boxes to carton, weight 15 pounds.

RETAIL INTAKE, EACH BOX **$8.40**

For department stores: our Gift Pack No. 8-1, 9 patches in cellophane, to retail at $1.00.

ACTUAL 10c SIZE

THE NEW KAPI

Any boy or girl, aged 1 to 81, looks sword-sharp in this dashing Kapi. Bright red pillbox, Sanforized and color-fast, glossy black visor and strap, white fichu removable for easy laundering. Included with each Kapi, 4 big Foreign Legion rank and battle patches in flaming colors; for fun and safety, two patches glow in the dark. Assorted small, medium, large and extra-large Kapis in each dozen

12 Kapis to carton, weight 6 pounds

RETAILS AT **$1.95**

Youngsters love these big 3-inch Legion battle patches. They'll want extras on their Kapis, shirts, coats. Retail 15¢ each. 4 dozen patches, no two alike, come in a self-selling display box, weight 2 pounds

JERRY SCANLAN 1901 NORTH CLYBOURN AVENUE • CHICAGO 14, ILLINOIS
Telephone DAnube 7-8866

EASTERN SALES OFFICE: Sam Wenman, 200 Fifth Avenue, New York City

THE SPACE GUN FOR THE SPACE YEAR

Shoot your profits way up!

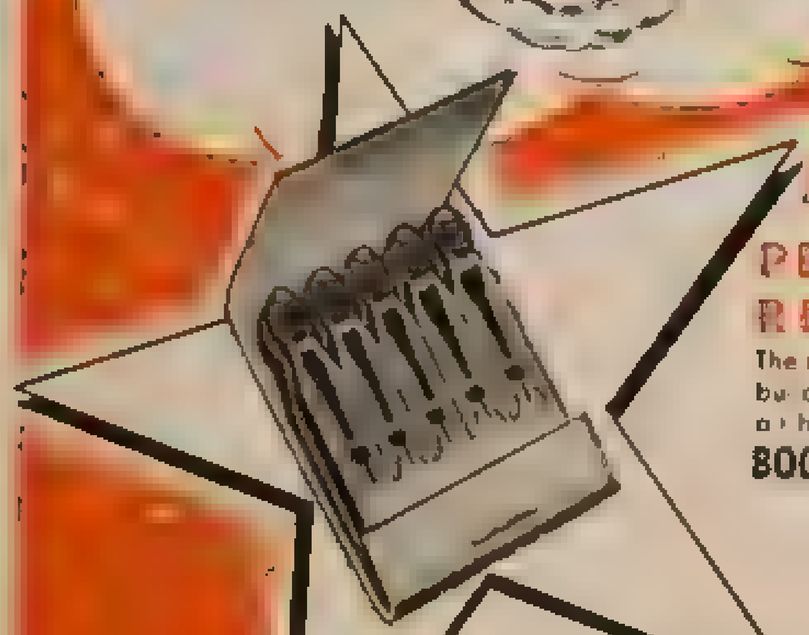
RETAILS FOR $1.98

NU-AGE SPACE SMOKE RING GUN

PELLETS BRING REPEAT SALES

The repeat demand for refill pellets builds more sales for the dealer on all his other items

BOOK OF PELLETS 5¢ RETAIL



SALES AIDS HELP BOOST SALES

Colorful Counter Display and Window Streamer attract customers and create sales. This 3 dimensional display actually holds a Smoke Ring Gun and eliminates the need for demonstration or loose merchandise on the counter. The cost of the display including gun is regulated by the first sale. Display shipped postage prepaid

Sole Sales Representatives
HENRY KATZ
FACTORY SALES INC
ROOM 540
200 FIFTH AVENUE
NEW YORK 10 N Y

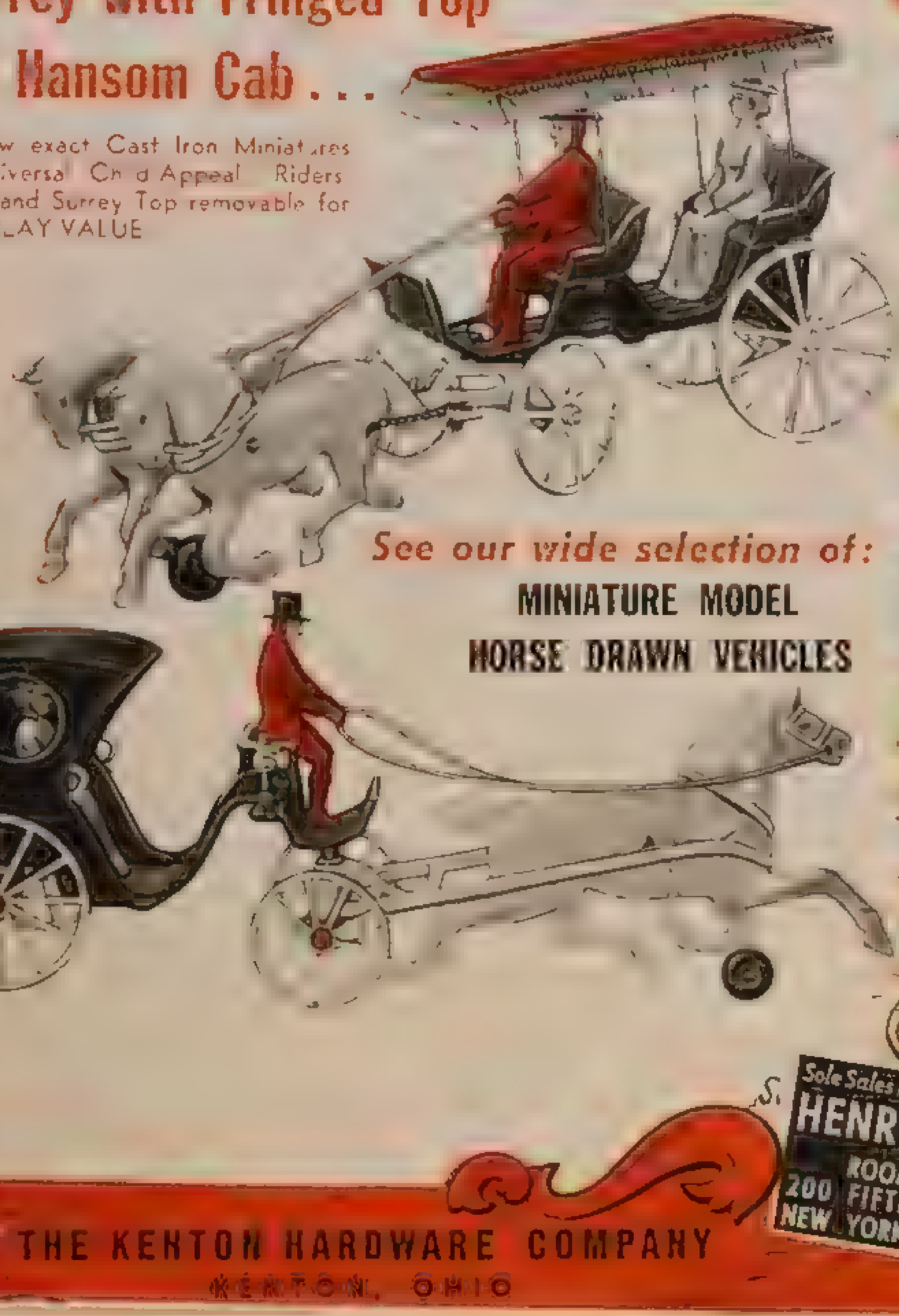
NU-AGE PRODUCTS CO., INC.
BEVERLY HILLS, CALIF.

KENTON Cast Iron TOYS

QUALITY LEADERS FOR OVER 50 YEARS

Surrey with Fringed Top and Hansom Cab . . .

Two new exact Cast Iron Miniatures with universal Child Appeal. Riders, Drivers and Surrey Top removable for added PLAY VALUE



See our wide selection of:

MINIATURE MODEL HORSE DRAWN VEHICLES

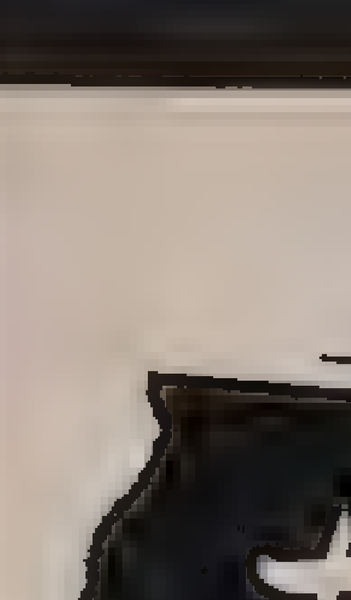
Sole Sales Representatives
HENRY KATZ
200 NEW ROOM FIFTH YORK 540 AVENUE 10, N. Y.

THE KENTON HARDWARE COMPANY
KENTON, OHIO

IT WILL PAY YOU TO SEE

the Little Leaguer

A REAL BASEBALL GAME !!!



Jobbers!

YOU PITCH, BAT AND CATCH

A Big League Game for Little Leaguers

TOY SHOW
ROOM 1152
NEW YORKER

Pep up your 1953
sales program with
THE LITTLE LEAGUER

U.S. PATS

the Little Leaguer

LANG & LEVINE INC.
MASTER PRODUCTS COMPANY
CHICAGO, ILL.

2000 WENTWORTH AVE CHICAGO, ILL

211

GRAKO *Features*

- TOP GRAIN COWHIDE
- RAWHIDE LACING
- COMFORTABLE SHEEPSKIN LINING
- SKILLED CRAFTSMANSHIP
- MAJOR LEAGUE STYLING
- EYE-CATCHING PACKAGING
- PROFITABLY PRICED
- POPULAR SELLERS

ITEM 563 C [illegible]

ITEM 573 C [illegible]

ITEM 575 C [illegible]

ITEM 565 C [illegible]

ITEM 577 C [illegible]

ITEM 567-C CATCHER'S MITT TOP GRAIN COWHIDE [illegible]

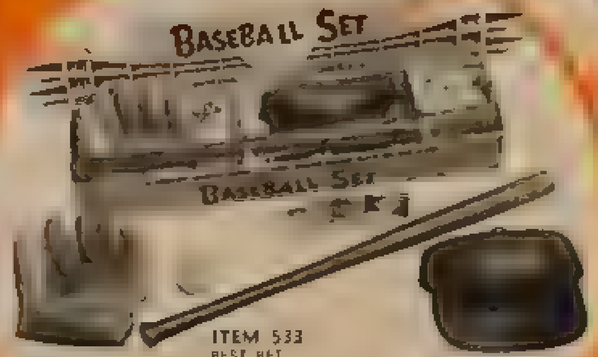
SEE THEM AT THE TOY FAIR ROOMS 1223 & 1224 HOTEL NEW YORKER

Sole Sales Representatives HENRY KATZ INCORPORATED ROOM 340 200 FIFTH AVE. N.Y. 10, N.Y.

GRATON & KNIGHT COMPANY
WORCESTER 4 MASSACHUSETTS

GRAKO JUVENILE *Sporting* EQUIPMENT

ITEM 535
BIG SLUGGERS
for LITTLE FELLERS
Complete [illegible]



ITEM 533
BEST BET
for SMALL FRY SETS
Set [illegible]

The Best In LEATHER for AMERICAN *Youth*

ITEM 537
BIG HIT MITT
Sales making [illegible]

Sole Sales Representatives HENRY KATZ INCORPORATED ROOM 340 200 FIFTH AVE. N.Y. 10, N.Y.

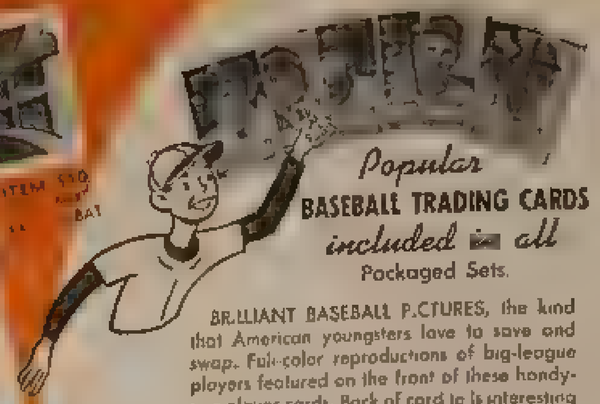
GRATON & KNIGHT COMPANY
WORCESTER 4, MASS., U.S.A.

ITEM 510
BAT

ITEM 523
ATTRACTIVE SET

ITEM 525
SURE HIT
BASEMAN'S MITT

ITEM 527
BEST FOR BEHIND THE BAT



Popular
BASEBALL TRADING CARDS
included in all
Packaged Sets.

BRILLIANT BASEBALL PICTURES, the kind that American youngsters love to save and swap. Full-color reproductions of big-league players featured on the front of these handy-size player cards. Back of card tells interesting story of player featured on front, and lists his official record.

As sales aids, these cards add even more glamor to the brightly-colored GRATON & KNIGHT package of style and quality.

IN PLIOFILM BAGS:

Glove and sponge-rubber baseball combination

ITEM 503 FIELDER'S GLOVE
Preformed pocket in genuine leather face. Leatherette lining and back.

ITEM 505 FIRST BASEMAN'S MITT
Full-flex, plastic-laced trap. Sheepskin face, leatherette lining and back.

ITEM 503
FIRST LOVE FIELDER'S GLOVE

CARDBOARD MOUNTED:

ITEM 510 LITTLE FELLER BAT 'N BALL COMBINATION. Size and weight "just right" for little beginners.

IN "SHOW-ALL" WINDOW BOXES:

Glove and sponge-rubber baseball combinations plus player cards.

ITEM 513 FIELDER'S GLOVE, with baseball and cards. Genuine leather face. Leatherette lining.

ITEM 515 FIRST BASEMAN'S MITT, baseball and cards. Sheepskin face, with leatherette lining.

ITEM 517 CATCHER'S MITT plus baseball and cards. Genuine leather glove, plastic binding strip and lacing.

LITTLE FELLER Glove, Bat, and sponge-rubber Baseball combinations, with player cards:

ITEM 523 SMALL FIELDER'S GLOVE, bat, baseball, and cards. All leather glove, with leatherette back and lining, plastic lacing.

ITEM 525 SMALL FIRST BASEMAN'S MITT, bat, baseball, and player cards. Sheepskin face, leatherette back, plastic binding and lacing.

ITEM 527 SMALL CATCHER'S MITT, bat, baseball, and player cards. Sheepskin face, leatherette back and binding strip, plastic lacing.

GLOVE ONLY.

ITEM 543 STAR PLAYER FIELDER'S FOUR-FINGER GLOVE. Sheepskin palm and thumb, leatherette back and lining.

ITEM 545 STAR PLAYER "BIG SCOOP" FIRST BASEMAN'S MITT. Sheepskin face, leatherette back.

SEE THEM AT THE TOY FAIR
ROOMS 1221 & 1224
HOTEL NEW YORKER

ITEM 543
STYLE LEADING
FIELDER'S GLOVE

ITEM 545
LATEST MODEL
FIRST BASEMAN MITT

GRATON & KNIGHT COMPANY, WORCESTER 4, MASS., U. S. A

NEW YORKER
Room 941

GLOVE, BALL and BAT SET

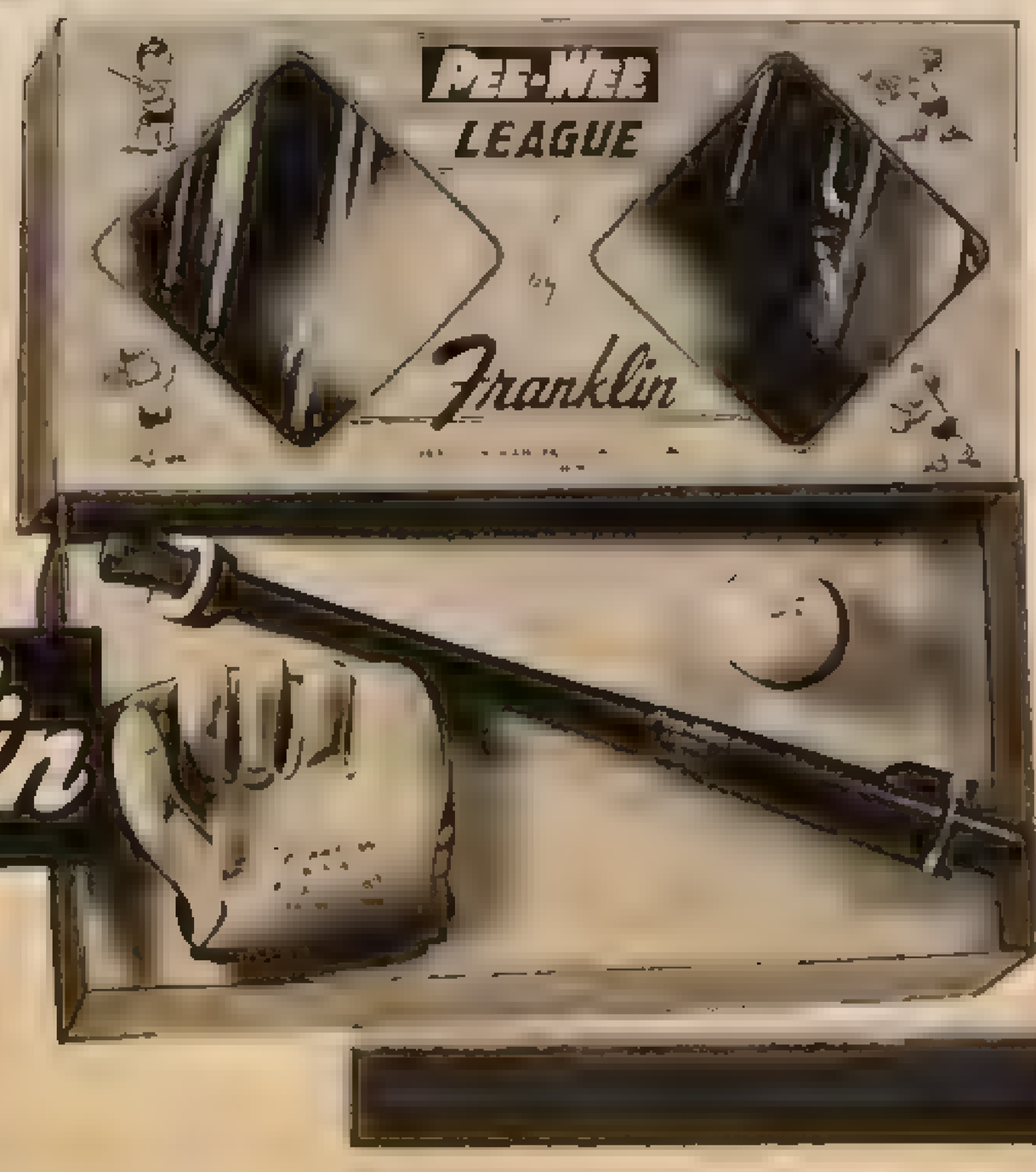
Attractively packaged in a colorful window carton. Delight the small fry with this fast moving combination

GLOVE and BALL SET

in colorful window carton. Packed 12 in a carton

Special Jobber's carton contains 6 fielder's gloves, 3 baseman's and 3 catcher's mitts, ready to re-ship, no extra handling

Glove and ball sets also available packaged in polyethylene bags.



Franklin

FRANKLIN MFG. CO.
31 Monument St
Brockton, Mass

NEW YORKER
Room 941

GLOVE, BALL and BAT SET

Attractively packaged in a colorful window carton. Delight the small fry with this fast moving combination.

GLOVE and BALL SET

in colorful window carton
Packed 12 in a carton.

Special Jobber's carton contains 6 fielder's gloves, 3 baseman's and 3 catcher's mitts, ready to re-ship, no extra handling.

Glove and ball sets also available packaged in polyethylene bags.

Franklin

FRANKLIN MFG. CO.
31 Monument St
Brockton, Mass

Look to these

YANKIBOY Stars

for Sky-High Sales!

★ ROY ROGERS—exclusive cowboy suits; chaps and vest sets; hats.

★ DALE EVANS—exclusive cowgirl suits; skirt and vest sets; hats.

★ CISCO KID—exclusive cowboy and cowgirl suits, skirt and vest sets; chaps and vest sets; gloves; holsters; dungaree jacket and pants for boys.

★ WILD BILL HICKOK—exclusive cowboy and cowgirl suits; chaps and vest sets for boys; gloves

★ TOM CORBETT, SPACE CADET—exclusive suits for boys and girls.

Feature these fast-selling YANKIBOY numbers this Fall and watch your profits soar!

Send for free catalog illustrating the entire YANKIBOY line—cowboy and cowgirl suits; baseball suits; football suits; western holsters, hats, boots and kerchiefs; uniforms, Indian and Squaw suits; chaps and vest sets. When in New York, be sure to visit our air-conditioned showrooms.

SACKMAN BROTHERS COMPANY WORNOVA MFG. CO., INC.
200 FIFTH AVENUE, NEW YORK 10, N. Y.

82

again in '53...

YANKIBOY baseball suits voted "most valuable"

The first-string all-star Batsmen count on a real safe YANKIBOY uniform for a clean hit — a cinch to break all the home-run records!

Your star-players — for no put-sized uniforms to their value-wise positions — will surely go for YANKIBOY's authentic major league styling, the set-in sleeves, low gravel.

Cash in on this grandstand-proof popularity. Stock, display and promote Yankiboy, America's best known name in baseball suits.

NEW SELLING EXTRA!
Every suit is made with tapered fly... and tunnel loops

Sackman Brothers is now manufacturing APPROVED ... LITE BASEBALL SUITS. Here is another ... for ... price ... quality ...

FOR PROMPT DELIVERY — ORDER TODAY!
See the complete line of famous Yankiboy Play Clothes at our showrooms.

No. 623 — BIG SLUGGER BASEBALL SUIT. Heavy grey cotton flannel shirt and pants with red-and-blue braid piping. Matching cap. Genuine leather belt. Red-and-blue striped stockings. Two sets of "home" letters. Sizes (even): 4-16.

SACKMAN BROTHERS COMPANY
WORNOVA MFG. CO.
200 FIFTH AVENUE • NEW YORK 10, N. Y.

83

MEET "POPO" THE CLOWN

The latest addition to our line of Animated Toys

A NATURAL SELLER!

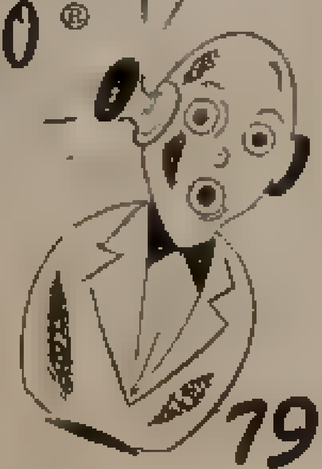
Delights Kids of all ages. Squeeze him. Watch him pop his hat.

only 89¢ RETAIL

(PATENTED)

HERE'S

JO-BO®

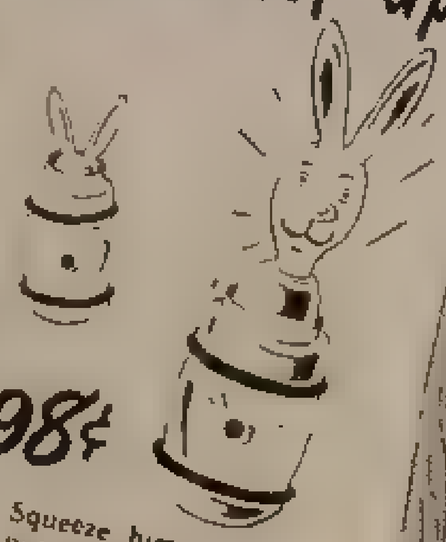


79¢

Squeeze him and he pops his eyes, nose and ears, — individually and all at once

HERE'S

"Petey Pop-up"®



98¢

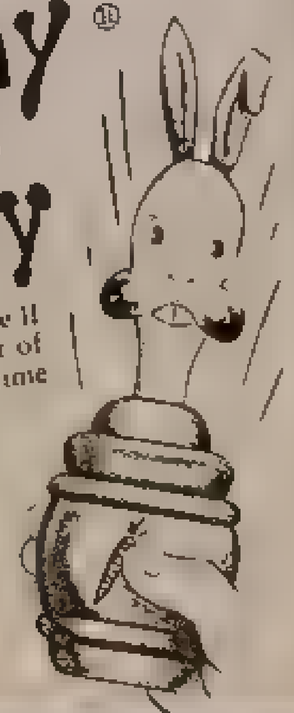
Squeeze him and he pops out of the barrel, waving his ears and head.

HERE'S

Sonny the bunny®

Squeeze him and he'll talk as he pops out of the barrel. Just in time for Easter

$1.00



All of these ACTION TOYS are made of wonder-soft latex, colorfully treated with self-vulcanizing paints. All fast colors. Absolutely safe for kiddies.

Packed individually; also dozen to a box, and in cartons of 3, 6, or 12 dozen.

Write today for further details:

BLAKE INDUSTRIES, Inc.

Manufacturer

120 Tremont Street, Boston 8, Mass.

NEW YORK OFFICE:

Harold Mooz Sales Agency

23 Fort Hill Circle, Staten Island 1, N. Y.

SEE OUR NEW TOYS AT HOTEL M'ALPIN ROOM 745

it's new! · it's colossal! · it's super-duper!

presenting

the Super-Duper Market

A spectacular structure of extra-tough corrugated board, with beautifully printed tile roof and flagstone front and sides!

to retail at

$3.98

manufactured by TOYMASTER PRODUCTS CO.

represented nationally by *Weinberg-Weil*

For further details, see 16 pictures shown about their parts in Center Aisle, Next page!

here at last!

for endless hours of educational play!

the super-duper market

$3.98 retail

- Superbly constructed of extra-tough corrugated board.
- Overall height 55¼"; width 36"; depth 26½".
- Beautifully printed red flagstone front and sides; roof in green tile.
- Room behind double reinforced counter for two sales clerks.
- Three shelves on each side, 2½" wide by 28" long.
- Full supply of miniature packages, all nationally advertised brands, for complete shelf stock.
- Complete, easy-to-follow instructions for quick assembly.

Every boy or girl who ever accompanied mother to market will go for this great big SUPER-DUPER MARKET. And that means every child! They'll be so delighted with it, they'll celebrate by offering butter at 10¢ a pound. It's the biggest item of the year. Plan to promote it!

Priced for volume selling!

represented nationally by:

Super-Duper Mart

200 FIFTH AVENUE, ROOM 424, NEW YORK 10, N. Y.

HERE'S THE DOLL THAT WILL WALK THRU THE PAGES OF

**A BEST SELLER IN '52 —
NOW AN EVEN BETTER VALUE IN '53**

Susan Stroller was a hit last year. Store after store reported that feature for feature, Susan Stroller was equal to dolls at higher retail more. Now Ideal brings you the New Susan Stroller with a doll features like finest quality Saran hair, new styles, all at NO INCREASE IN PRICE. Yes, if you're looking for a walking doll leader for 53, see Susan Stroller.

**BIG ADVERTISING CAMPAIGN
FOR SUSAN STROLLER**

Susan Stroller will be backed by large ads in National Magazines that will be seen by over 75,000,000 readers in 1953. See her at the Toy Fair and you'll understand why buyers from coast to coast are planning to make Susan Stroller their number one doll promotion in 53.

**DURING TOY FAIR WEEK
SEE THE BIG EEGEE LINE**

One of the most extensive doll lines in the United States

- 30 inch ALL LATEX VINYL HEAD DOLLS
- new combed ROOTED "WOND-R-HAIR" DOLLS
- MERRY STROLLER — new TEEN AGE WALKING DOLL

HOTEL NEW YORKER
Room [redacted]
[redacted]
[redacted]

GOLDBERGER DOLL MFG CO., INC.

[redacted]

INTO MILLIONS OF HOMES AND OTHER NATIONAL MAGAZINES

THE NEW

SUSAN STROLLER

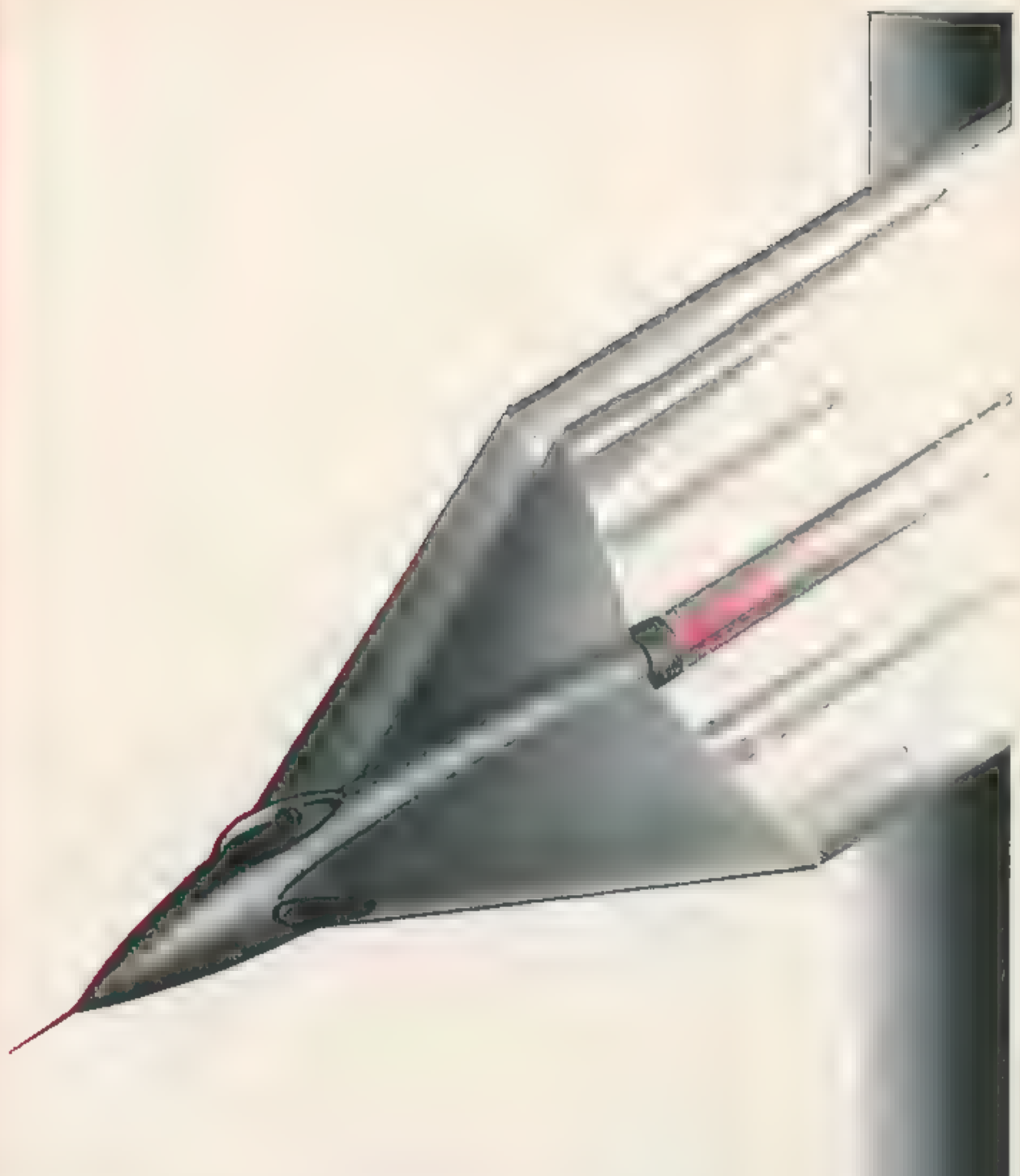
SENSATIONAL WALKING, HEAD-TURNING DOLL

Now in 23" and 17½" sizes

- FINEST SARAN HAIR with set of curlers
- Durable plastic body
- Turns head as she walks
- Hair washes, combs, sets
- Crying "Mama" voice
- Sits alone
- Sleeps

EEGEE DOLL

1107 Broadway, New York 10, N. Y. • Room 1208 • Factory 307 Richardson Street, Brooklyn, N. Y.



This wall has more substance to it!

The Sonic Barrier was tough enough!

But penetrating the wall of high temperatures that lies ahead requires development of many new components.

We specialize in development and manufacture of aircraft and engine components made of high temperature alloys.

Perhaps we can aid you in your progress toward high mach number performance.

SMITH-MORRIS COMPANY
PRECISION AIRCRAFT COMPONENTS
FERNDALE 20, MICHIGAN

"Whatever you ship...

- **PACK IT WELL**
- **MARK IT WELL**
- **SHIP IT WELL**
- **VIA SOO LINE."**

Says Florian M. Seiberlich,
FREIGHT CLAIM AGENT

● Those four "shipping directions" are the distillation of Florian Seiberlich's 48 years of railroading experience

He started railroading 1904—has spent 39 years in the Soo Line Claims department. Since 1938 he's served as our Freight Claim Agent. In addition to his position on our staff, he also holds important posts in the Freight Claim Division of the American Association of Railroads.

We're proud to have railroading authorities like Florian Seiberlich on our staff. We think he's representative of many Soo Line specialists who handle or direct your freight. *Because* of these men you can ship Soo, confident that you'll get *shipping as perfect as experts can make it'*

SOO LINE

—your working partner
seven days a week

Time-Saver FOR EXECUTIVES

Fast-Thinker FOR PILOTS

■ Sperry's Zero Reader* Flight Director is a "fast-thinking" calculator that saves valuable time for busy executives and relieves pilots of complex mental calculations. That's why more and more progressive corporations – large and small – are equipping their Executive Aircraft with this versatile instrument.

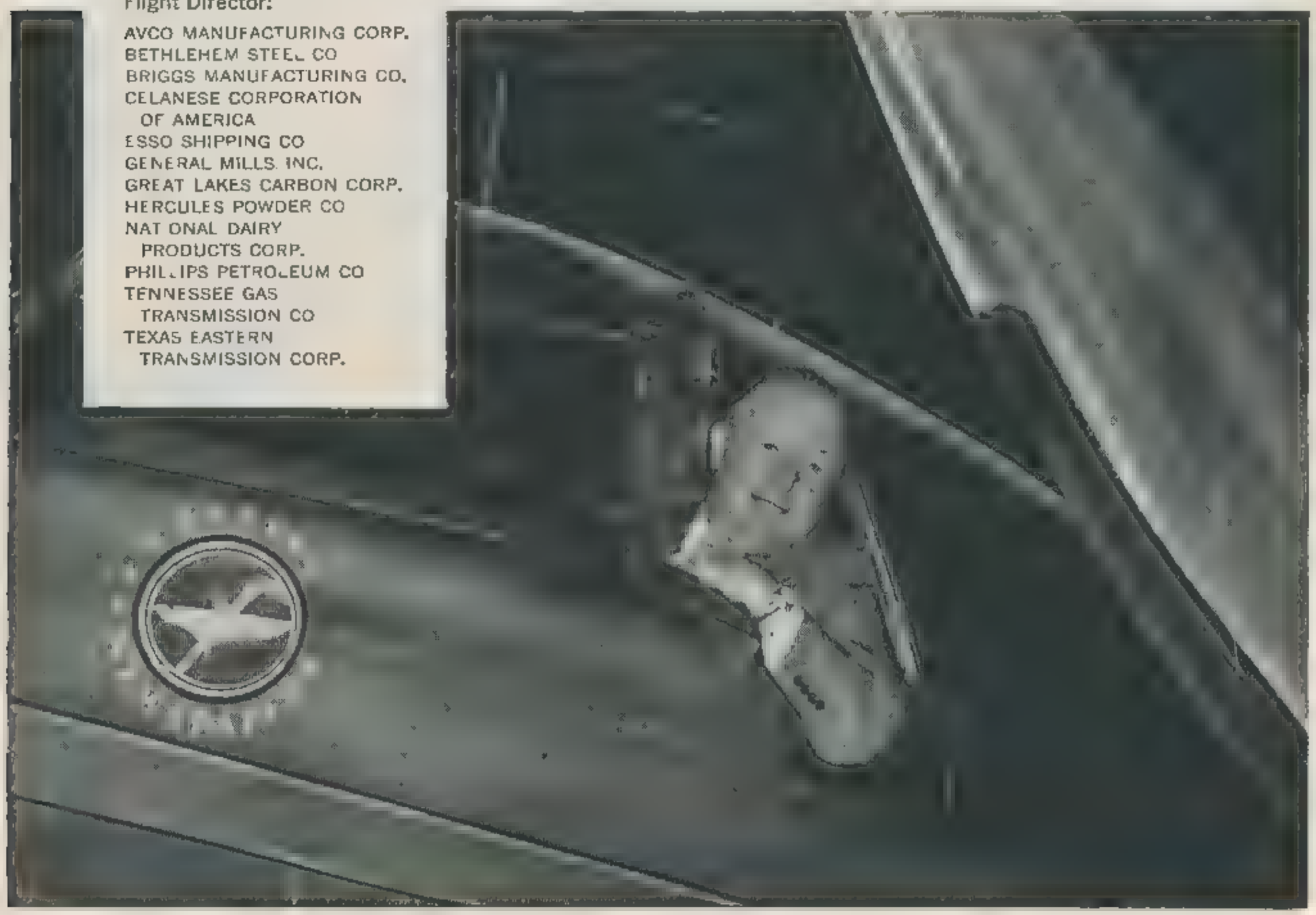
■ The Flight Director not only is used for en route flying but makes the difficult task of manual approaches on Instrument Landing Systems a routine procedure. Thus, business men are assured of keeping appointments even in rough weather.

■ The Flight Director utilizes attitude, altitude, heading and radio path signals and combines this information on a simple, two-element indicator. The pilot simply flies "zero," using the same instrument whether he is leisurely cruising or making landing approaches. This simplified manual control reduces pilot fatigue and permits the pilot to devote more time to other duties.

■ Sperry's Zero Reader Flight Director is widely specified for military and passenger planes as well as for Executive Aircraft. Our nearest district office will be glad to give you complete details.

Representat ve companies using Sperry Zero Reader Flight Director:

AVCO MANUFACTURING CORP.
BETHLEHEM STEEL CO
BRIGGS MANUFACTURING CO.
CELANESE CORPORATION OF AMERICA
ESSO SHIPPING CO
GENERAL MILLS. INC.
GREAT LAKES CARBON CORP.
HERCULES POWDER CO
NAT ONAL DAIRY PRODUCTS CORP.
PHIL.IPS PETROLEUM CO
TENNESSEE GAS TRANSMISSION CO
TEXAS EASTERN TRANSMISSION CORP.

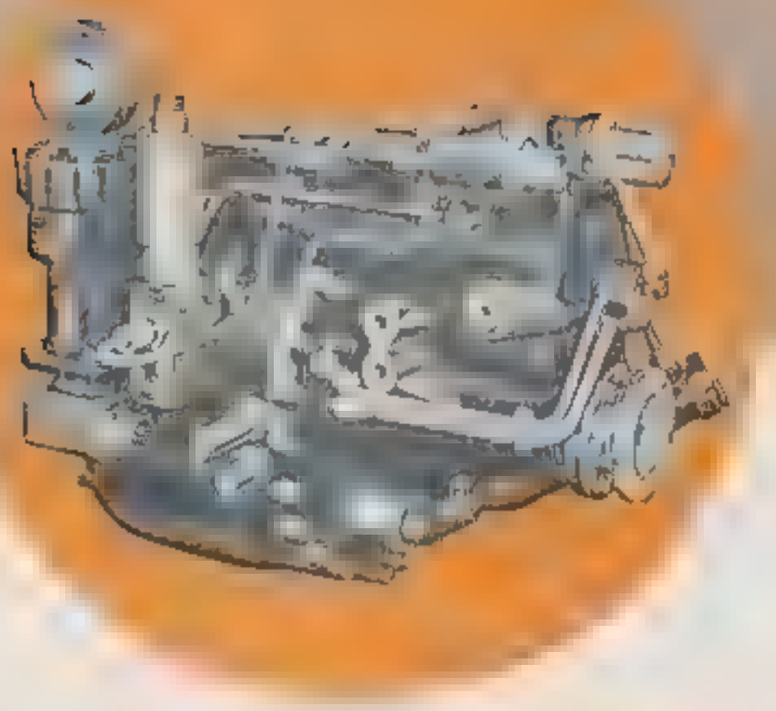


Cmdr Russell Holderman of the Gannett Newspapers, who is celebrating his 40th year as a pilot, is one of the enthusiastic users of the Sperry Zero Reader Flight Director.

SPERRY GYROSCOPE COMPANY
DIVISION OF THE SPERRY CORPORATION

GREAT NECK, NEW YORK • CLEVELAND • NEW ORLEANS • BROOKLYN • LOS ANGELES • SEATTLE • SAN FRANCISCO
IN CANADA • SPERRY GYROSCOPE COMPANY OF CANADA, LIMITED, MONTREAL, QUEBEC

New Martin "Flying Boat" equipped with SUNDSTRAND Alternator Drives



Proved performance of precision-built transmission leads to new application!

Due to the tremendous amount of electrical equipment required in this new, radar-loaded Martin P5M-1 Anti-Submarine Patrol Bomber, the availability of constant frequency AC current became a "must". This called for installation of Sundstrand Constant Speed Alternator Drives — a tried and proved method of providing weight-saving AC power in the air.

On other aircraft, these efficient hydraulic drives have logged more than 6500 trouble-free hours. As a result of their dependable performance, they are now being designed into other types of bombers, transports, fighters, and engines. Special adaptations can be developed for you through Sundstrand's *reliable* research, *expert* engineering, and *precision* production.

SUNDSTRAND

SUNDSTRAND HYDRAULICS

SUNDSTRAND MACHINE TOOL CO.

HYDRAULIC DIVISION, ROCKFORD, ILL.

AIRCRAFT AND INDUSTRIAL HYDRAULIC TRANSMISSIONS, PUMPS, MOTORS, AND VALVES • OIL BURNER PUMPS • AIR SANDERS
LATHES, MILLING, BROACHING AND SPECIAL MACHINES • BROACHING TOOLS • MAGNETIC CHUCKS

Any time you fly in a Martin 4-0-4, Superior tubing is probably working for your safety.

Once you're airborne, watch the 840-pound main landing gear assemblies flip forward and up with amazing speed, even though they may be working against a 180 m.p.h. drag. Fast landing gear retraction gives you an extra margin of take-off safety because "clean" aircraft have better flight characteristics.

Chances are your Martin 4-0-4 contains many feet of Superior ½" stainless steel tubing. In the hydraulic system, this tubing operates at a pressure of 3000 p.s.i., normally. On Martin's torture racks, it has demonstrated remarkable endurance under violent pressure surges at 1000 cycles *per second*, even around minimum bends.

Performance like this may well have a bearing on your production problems as well as on your personal safety. Superior's long experience in fine tubing, backed by highly-developed production equipment and extensive research and testing facilities assures you of top-quality small tubing for doing tough jobs well. Outline your own production problems in a letter to us, right now—we'll send you complete information and the appropriate Data Memo by return mail. Address: Superior Tube Company, 2040 Germantown Ave., Norristown, Pennsylvania.

Round and Shaped Tubing available in Carbon, Alloy, and Stainless Steels, Nickel Alloys and Beryllium Copper.

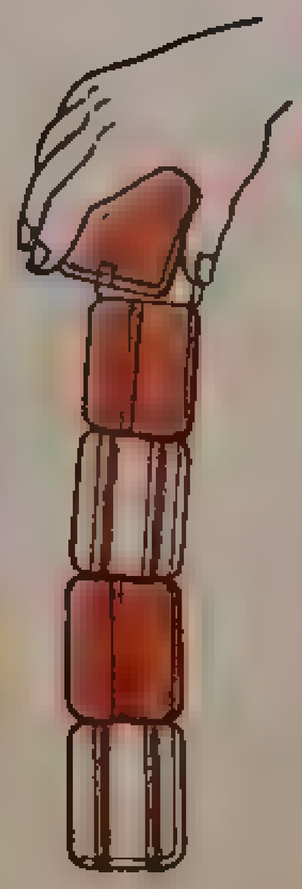
Superior

THE BIG NAME IN SMALL TUBING

West Coast: Pacific Tube Company, 5710 Smithway St., Los Angeles 22, Calif. UNderhill 0-1331

All analyses .010" to ⅝" O.D.
Certain analyses (.035" Max. wall) up to 1⅜" O.D.

FUN FOR EVERYONE!



Klik-Klak BLOX

Here's an amazing educational toy for all age groups. Colorful plastic locked-blocks that perform baffling magic tricks. Simple to operate — causes startling effects. Sells on sight! Electrical demonstrator available.

Suggested retail—**79c**

• Educational Toy

Mortimer Snerd Teeth
Protruding plastic teeth for men, women, kiddies
Suggested retail — **25c**

Mr. Beak & Specs.
Real looking plastic nose & specs. Sensational!
Suggested retail — **29c**

Visit us in Room 1130 Hotel New Yorker

PICO NOVELTY CO.

424 S. Los Angeles St. • Los Angeles 13, Calif.

Represented by: **Invincible Sales Corp.**

For Most Aggressive Representation in the 11 WESTERN STATES

INVINCIBLE
PROVEN BEST IN EVERY TEST
SALES CORPORATION

2303 West 9th Street, Los Angeles 6, Calif.
Merchandise Mart, San Francisco, Calif.

The fastest growing and most aggressive sales organization covering the 11 WESTERN STATES

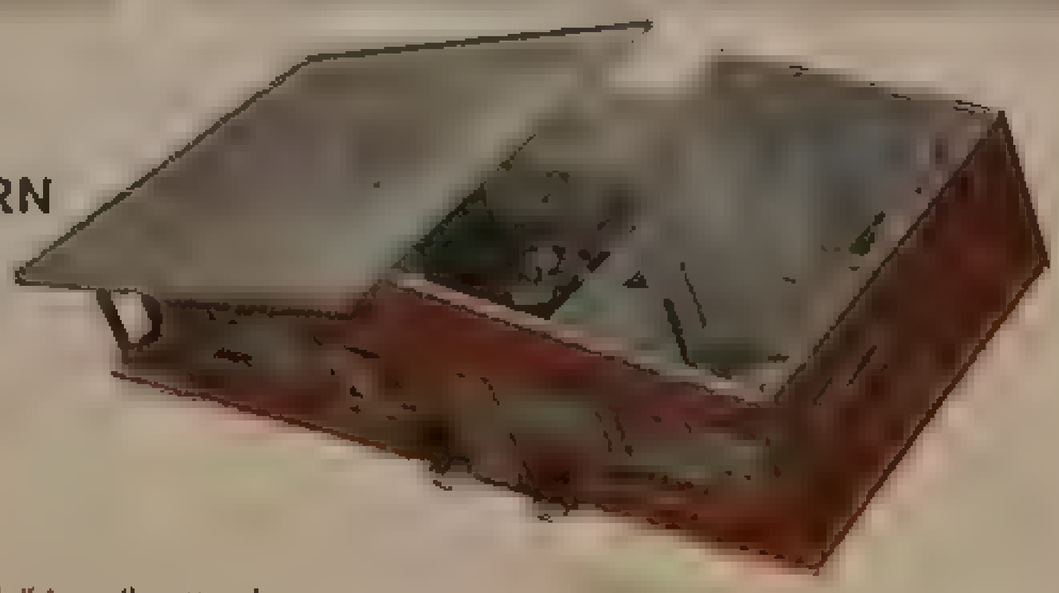
We are representing leaders in the manufacture of . . .

TOYS--NOVELTIES
WHEEL GOODS
SPECIALTIES

See us during the TOY FAIR Rooms 1129-30 HOTEL NEW YORKER

See Terri Lynn

CALIFORNIA MODERN DOLL HOUSE



- Distinctive architecture
- Color styling—Bermuda roof
- Swinging doors throughout
- Wall-to-wall cotton loop carpeting
- Sliding acetate patio doors

UPHOLSTERED DOLL HOUSE FURNITURE

- Attractive styling
- Gay color harmony
- 6 complete rooms
- Individually boxed

Representatives
Longone Co., 200 5th Ave., N. Y. 10, N. Y.
Invincible Sales Corp., 2404 W. 9th, L. A., Cal.

.. AT THE TOY FAIR Room 1130 Hotel New Yorker

Manufactured by: **KIDDIES TREASURE LINE** San Fernando, Calif.

[redacted]

the thrill of a BULL'S-EYE

with

Things to Do, Activity Boxes and Books

Because every Platt & Munk selection

hits the bull's-eye of public approval,

this brilliant line scores its own

"TRIUMPH"—season after season,

in the leading toy departments—

in every section of the United States.

25¢ to 2.50 retail

[illegible]
they are the best values on the market today
if you don't know PLATT & MUNK . . . *you should!*

Bang!

THE PLATT and MUNK CO., INC.
200 Fifth Avenue, New York 10, N.Y.
ROOM 422

THE BEST SELLERS—

Airlane HAS 'EM ALL!

• *You'll Sell MORE with Airlane*
Because You Have MORE To Sell!

BE SURE TO SEE THE AIRLANE BOOTH No. 1276 at HOTEL NEW YORKER DURING THE TOY FAIR!

Twelve Pre-Fab FLYING MODELS

at 50c

• INCLUDING EIGHT WAR PLANES

B1 FAVELCRAFT
B2 BETTY SPECIAL LITTLE STINKER
B3 LUSCOMBE SEDAN
B4 ERCOUPE
B5 SPITFIRE
B6 CURTISS HELLDIVER
B7 DOUGLAS SKYSHARK
B8 SABRE F86
B9 BOEING MIG 15
B10 REPUB C F 84F
B11 MARTIN MAULER
B12 CONSOLIDATED PB B

Six Pre-Fab FLYING MODELS

at $1.00

• ALL ARE WAR PLANES

B1—Grumman Bearcat

B1—GRUMMAN BEARCAT
B2—CURTISS HELLDIVER
B3—MARTIN MAULER
B4—HAWKER TEMPEST
B5—SPITFIRE
B6—MESSERSCHMITT

Six SOLID

at 10c

B1—F86 SABRE JET
B2—GRUMMAN PANTHER
B3—F9F MUSTANG
B4—MARTIN MARAUDER
B5—B45 JET BOMBER
B6—SAUNDERS

Six FLYING WAR MODELS

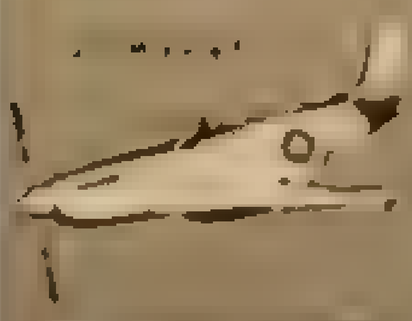
at 10c

B1—
B2—GRUMMAN BEARCAT
B3—
B4—MARTIN MAULER
B5—
B6—

Twelve Pre-Fab FLYING MODELS

at 25c

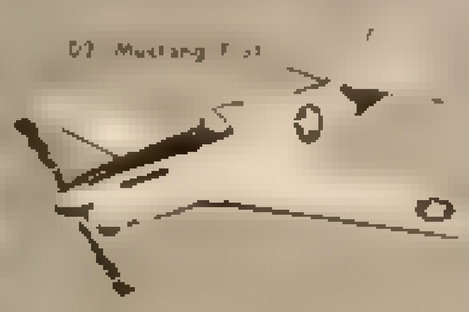
• INCLUDING 6 WAR PLANES



B1—
B2—
B3—
B4—
B5—
B6—

Two Pre-Fab GAS MODELS

at $1.25



B1—LUSCOMBE SEDAN
B2—MUSTANG P-51

Six Pre-Fab "CHRIS-CRAFT" BOATS

at $1.00

W1—40 FLYING BRIDGE CRUISER
W2—
W3—32 SEDAN CRUISER
W4—32 UTILITY
W5—32 SPORTSMAN
W6—30 SALOON CRUISER
W7—32 RIVIERA RUNABOUT
W8—

• A plane features A Complete Line of over 12 CEMENT for Every Model

Airlane MODEL COMPANY

AIR CHAMP

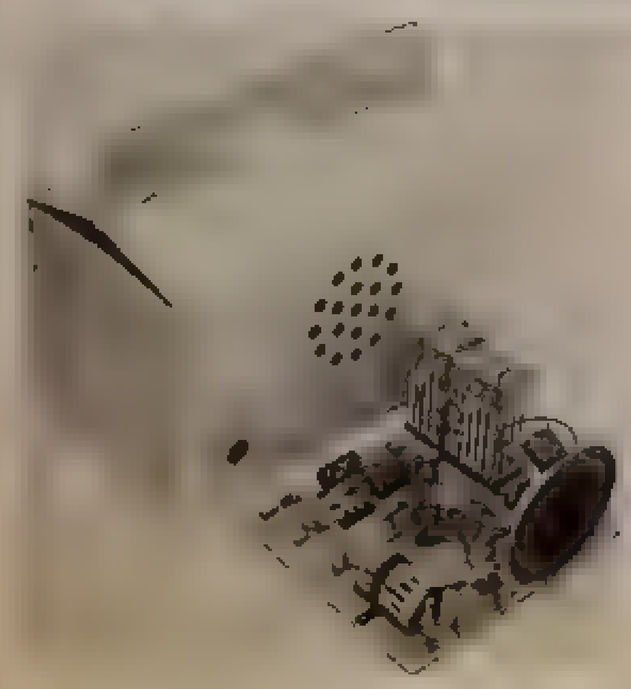
RADIO KITS FOR THIS . . .

ELECTRONIC DAY & AGE!

CRYSTAL RADIO KIT

Entire kit assembled with only 6 screws. No batteries or electric plug-in, no soldering, parts firmly anchored. Includes antenna for easy radio wave pick-up plus 2 long-lasting crystals.

$2.49

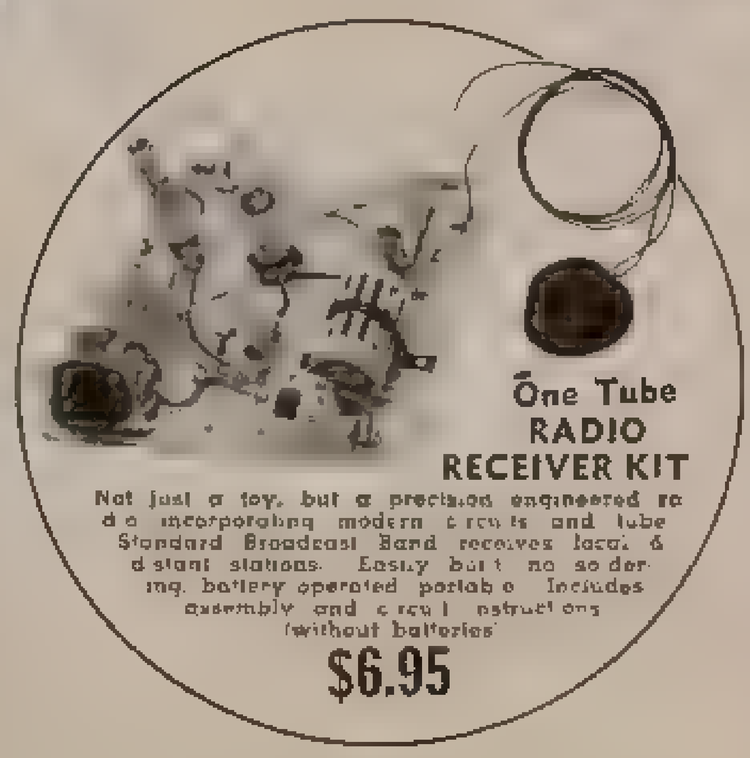


ONE STAGE

AMPLIFIER KIT

Complete unit necessary for converting Air Champ one tube set into a powerful two tube unit for loudspeaker operation. Can also be easily connected to a record player for excellent music reproduction. A snap to assemble no soldering battery operated. Price includes a beautiful fibreboard carrying case making it easily portable. Comes with assembly diagrams, circuit schematics, and instruction booklet.

(without batteries) **$6.95**



One Tube RADIO RECEIVER KIT

Not just a toy, but a precision engineered radio incorporating modern circuits and tube. Standard Broadcast Band receives local & distant stations. Easily built no soldering, battery operated portable. Includes assembly and circuit instructions (without batteries)

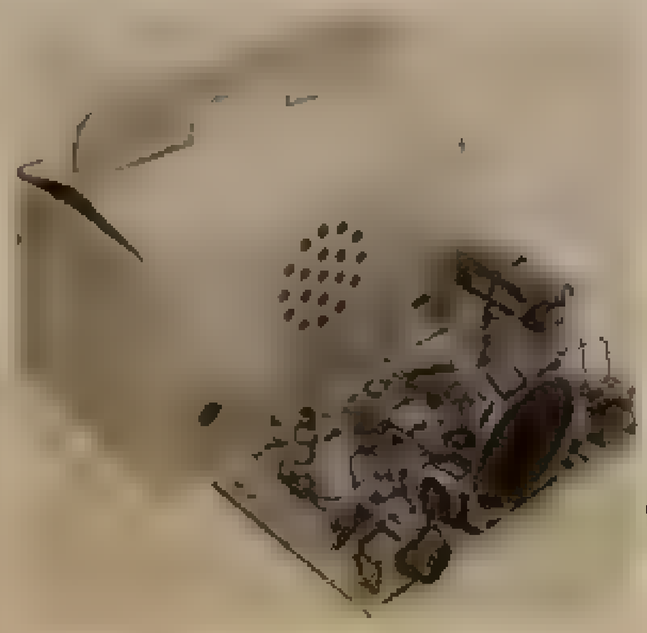
$6.95

TWO TUBE

RADIO KIT

Special appeal to the junior radio amateur. Operates on Standard Broadcast Band to receive local and distant signals. The set includes a 4 in ALNICO PM Speaker and with a ve performance equal to any standard manufactured radio set. Assembly diagrams circuit schematics and instruction booklet included. Complete with attractive fibreboard carrying case making the set portable

without batteries. **$11.95**



SHORT WAVE

ADAPTER KIT

Make your one or two tube Air Champ Radio Kit a SHORT WAVE KIT in less than 5 minutes. When converted, will receive foreign and local short wave stations including police, marine and amateur broadcasts. Makes an excellent short wave receiver kit. **$2.00**

Every AIR CHAMP kit can be assembled in a jiffy with just a screw driver. ALL REPLACEMENT PARTS ARE READILY AVAILABLE ON THE OPEN MARKET.

See our exhibit at the
Toy Fair, Room 944, Hotel McAlpin

AIR CHAMP Mfg. Co

INCORPORATED

DEPT. P **178 SUFFOLK STREET** **NEW YORK 2, N. Y.**

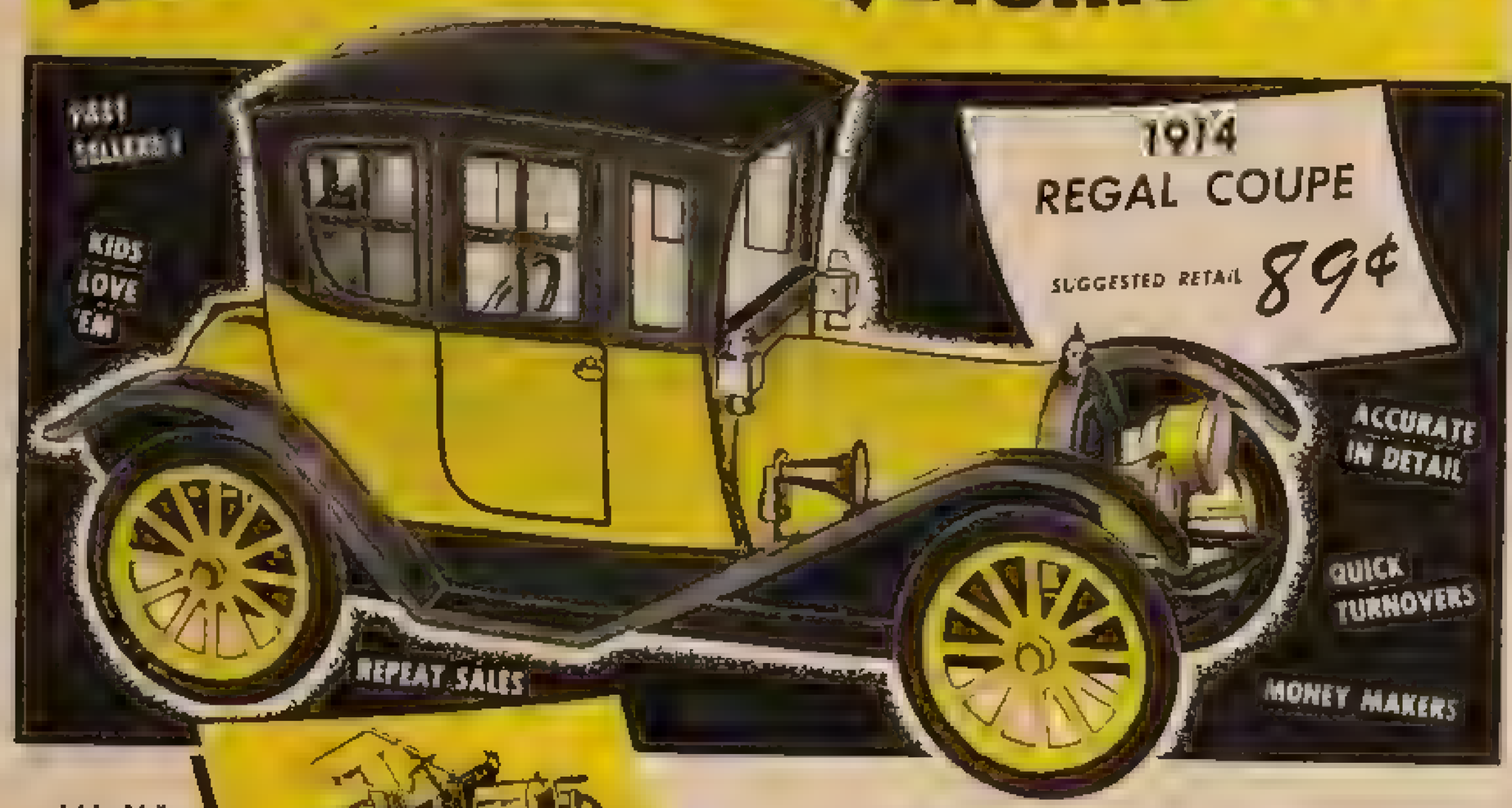
PLUSH
see
ARTISTIC toys
at the TOY FAIR . . . Hotel McAlpin
rooms 420-422
proven sellers
like these . . .
and the
most exciting
NEW
fabrics,
colors
and designs!
RUBBER FILLED TERRY CLOTH
PLASTIC
RUBBER FILLED PERCALE
SOFT-BODIED DOLLS
Artistic
TOY COMPANY
S. E. Cor. 3d & Cambria Sts., Phila. 33, Pa.

See them at Room 928 -- Hotel McALPIN, N. Y. C.

NEW!

Lil' OLD TIMERS

ALL-PLASTIC Quickie Kits!



ALL 3/8" SCALE MODELS

HM-1 1911 MAXWELL
SUGGESTED RETAIL 69¢

HM-2 1904 OLDS
SUGGESTED RETAIL 69¢

HM-3
1914 REGAL COUPE
SUGGESTED RETAIL 89¢

HM-4 1913 MERCER
SUGGESTED RETAIL 89¢

ALL PLASTIC--EASY BILT--QUICKIE KITS

Accurately die-cast plastic parts authentic in detail . . . with snap-fit wheels . . . in a beautiful 4 color, fast selling package for young and old

69¢ and 89¢
SUGGESTED RETAIL

Backed with National Advertising

Lil' OLD TIMERS

HUDSON MINIATURES

DEPT. C34 • 315 ADAMS AVE., SCRANTON 10, PA.

104

If it's CLEVELAND it's Good!

For Over 1/3 Century Now!

Today's HOTTEST Line of Dollar Models!

14¼" MC DONNELL F-88 VOODOO S-127
18" NORTHROP F-89 SCORPION S-128
14¼" REPUBLIC F-84 F THUNDERJET S-126
$1 Each

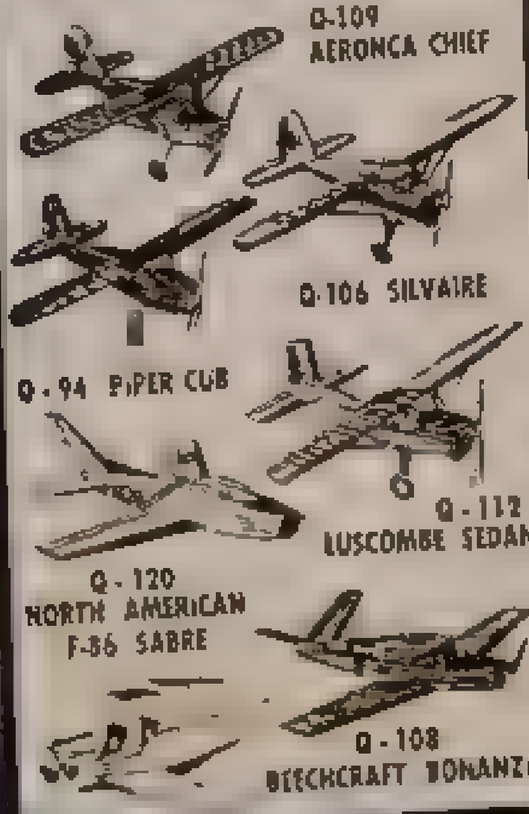
SIMPLEX KITS-a HIT with Modellers!

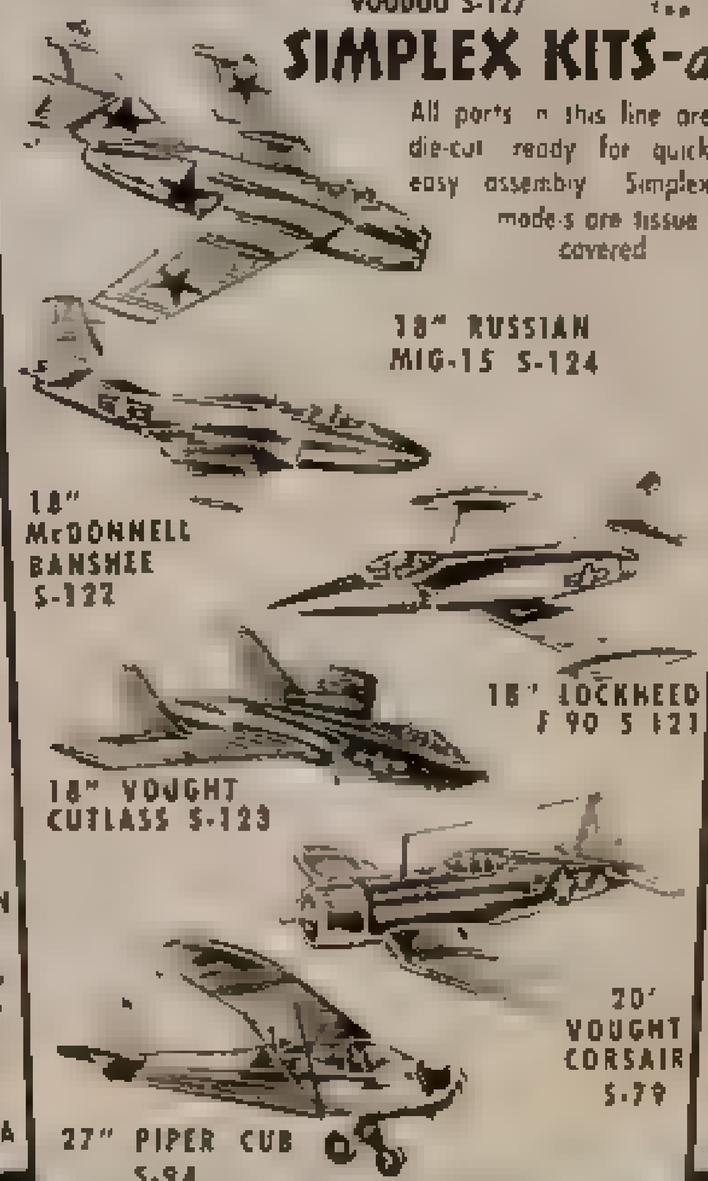
All parts in this line are die-cut ready for quick easy assembly. Simplex models are tissue covered

"Quicky" Kits

59¢ EACH

Finest Beginners Kits Ever Designed. Assemble Easily In an Hour. Build 'em All

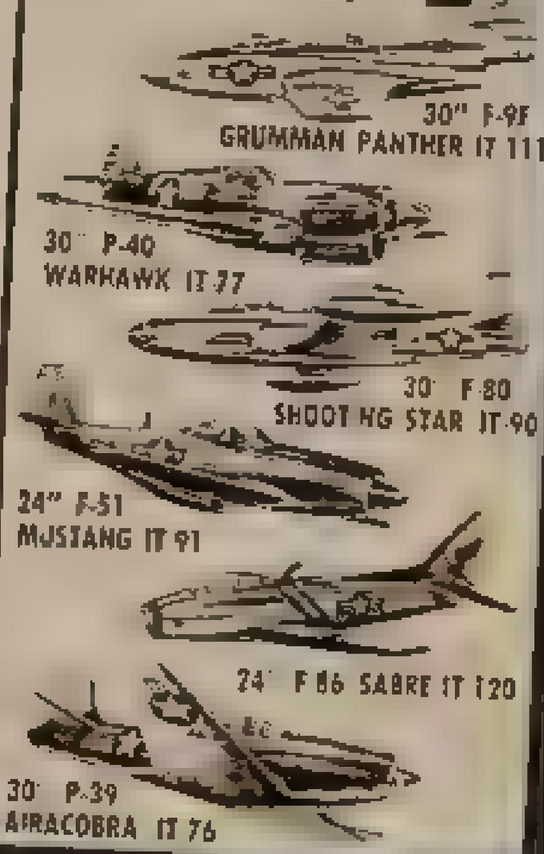




Build "IT" Kits

The Line For Serious Model Builders. Parts Printed Out A Pleasure To Assemble

$1.50 EACH



The Nobility of Conscientious Labor and the Joy of Willing Service has Made

TAKE ADVANTAGE OF THIS ½ CENTURY OF KNOW HOW AND GOOD WILL

CLEVELAND

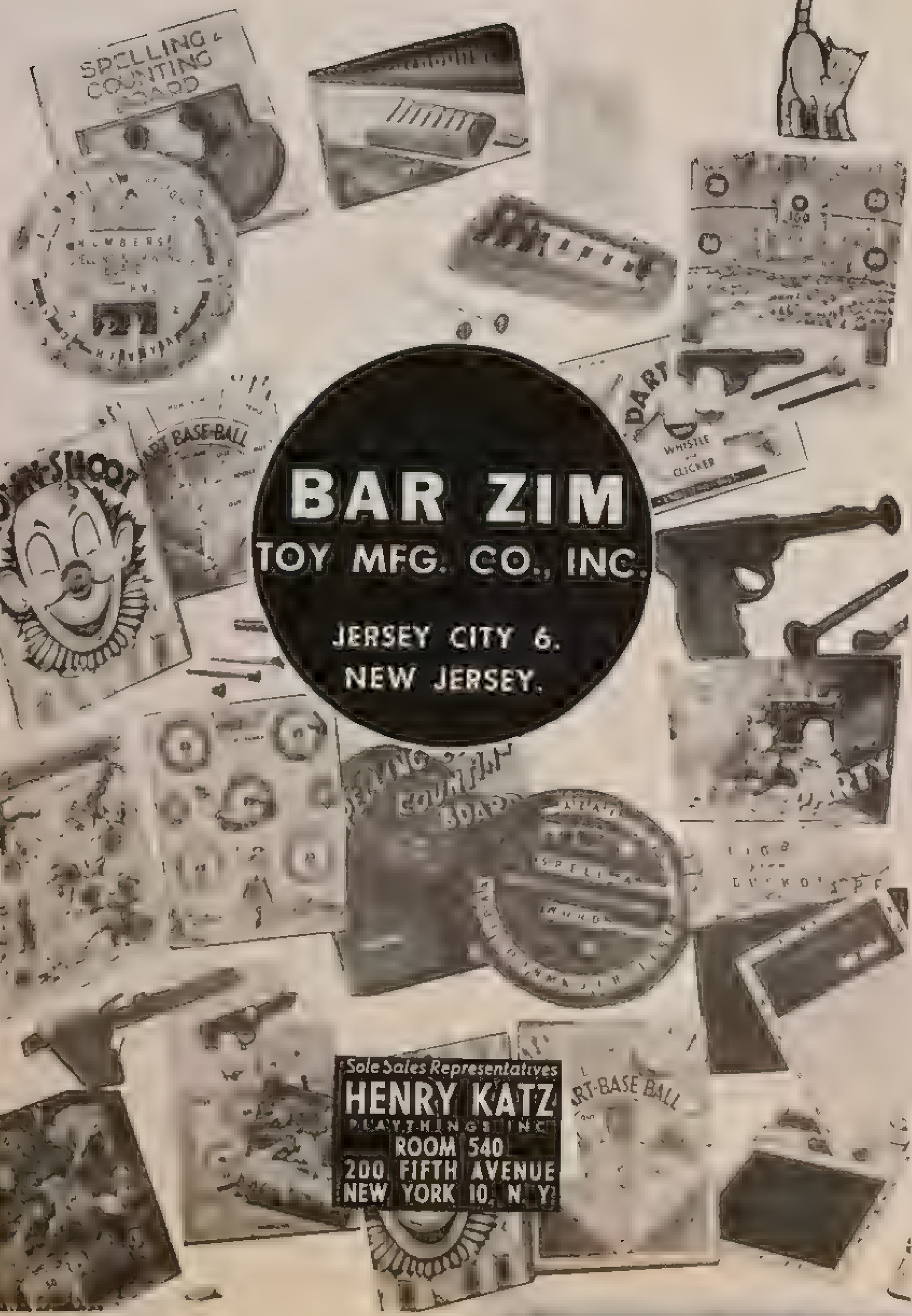
BE SURE YOU STOCK AND PUSH CLEVELAND KITS! SEND FOR LATEST LITERATURE

The Greatest Name in Hobbies and Modelmaking

CLEVELAND MODEL & SUPPLY CO.

Lightning Service "Since 1919" 4500 Lorain Ave. Cleveland 2, Ohio, U.S.A.

At the Toy Fair: 704 McAlpin Hotel. Represented by M. Manheim Co.


BAR ZIM
TOY MFG. CO., INC.
JERSEY CITY 6.
NEW JERSEY.
Sole Sales Representatives
HENRY KATZ
PLAYTHINGS INC.
ROOM 540
200 FIFTH AVENUE
NEW YORK 10, N. Y.

The Original Big 4 Game Alley

3 SIZES

#358

#356

#354

AUTOMATIC BALL RETURN "SCORING BELL"

- ★ BOWLING
- ★ SKILL BALL
- ★ HORSE RACING
- ★ SHUFFLE BOARD

RICH INDUSTRIES, INC. CLINTON, IOWA NEW YORK 200 FIFTH AVE. Bldg. Room 452

CLINTON RICH TOYS IOWA

JUVENILE FURNITURE

The Original Big 4 Game Alley

3 SIZES

#358

#356

#354

AUTOMATIC BALL RETURN "SCORING BELL"

★ BOWLING
★ SKILL BALL
★ HORSE RACING
★ SHUFFLE BOARD

CLINTON RICH TOYS

JUVENILE

FUN FOR EVERY AGE

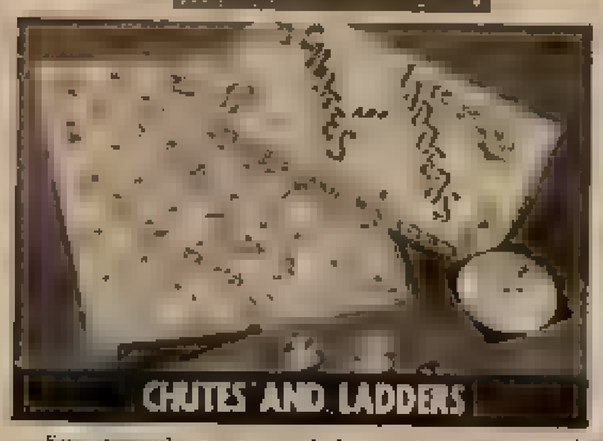
The right game for the right age

from the Milton Bradley workshop

Shop here for the children on your Christmas list. Each Milton Bradley game is scientifically designed to appeal to a particular age group. And each one is so interesting so much fun it brings happiness and entertainment not only on Christmas, but for months to come.

If you don't find these and other famous Milton Bradley games priced from $1.00 to $5.00 at your nearby store write direct to the Milton Bradley Co. Dept. [illegible] Springfield, Mass.

AGE 3 to 9



Even little tots can read and enjoy this game. Spin the dial and move the right number of spaces. Chutes and ladders make this a thrilling game which teaches rewards for good deeds.

Year after year these games have been favorites. Uncle Wiggily game has [illegible] new features and changes now that children 4 to 8 like best.

CANDY LAND

HOWDY DOODY GAME

AGE 6 to 12

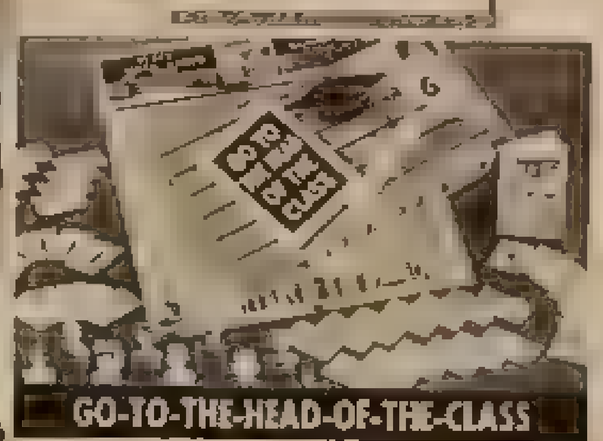
Bold adventure on the high seas and during the early days of the world make this colorful game a real go kid favorite with children everywhere.

Educational as well as fun, some of the States given the excitement of making guess and the strange goods and products from border to border [illegible]

PARK AND SHOP

SEE OR COMBINATION BOARD

FAMILY GAMES



Now a new version of [illegible] game for those whose [illegible] wonderful entertainment for the whole family and [illegible] of [illegible] pleasure.

The risks and thrills of high finance [illegible] and teen-agers as they [illegible] and [illegible] as if [illegible] of business.

SPOTS

WORD WISE

MILTON BRADLEY COMPANY, SPRINGFIELD 2, MASSACHUSETTS

Makers of famous CRAYRITE Crayons

GAMES AS ADVERTISED IN LIFE BY AGE GROUPS

93

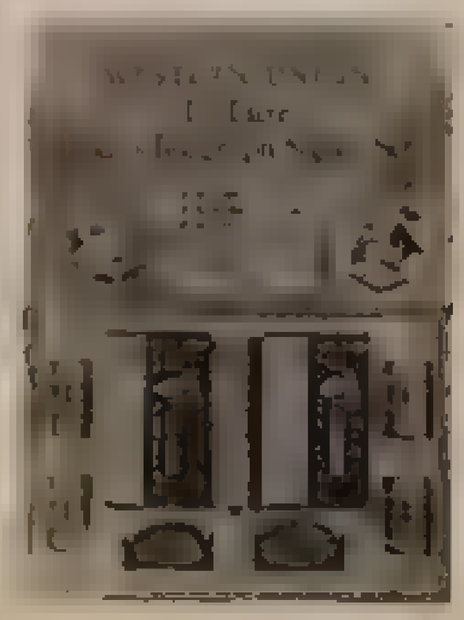
BRUMBERGER TELEPHONE AND TELEGRAPH SETS

If you think you've ever moved merchandise fast, just put these battery operated, *live-wire* toys to work in your store—YOU'LL SEE SOME REAL ACTION!

≠211 MASTER PHONES

An attractive set of 2 desk-type dial telephones, operates on standard flash light batteries, equipped with push buttons and buzzers for signaling. All steel construction handsomely enameled in Blue Hammerstone. Complete with approx. fifty feet of wire, instructions and guarantee. Individually packaged. Attractive counter display packed in every master carton. Packed: 1 dozen to a master carton. Weight 40 lbs. per carton.

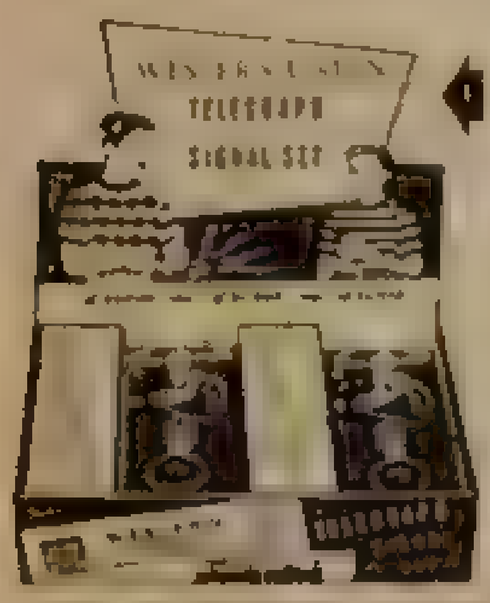
Suggested Retail Price $7.50



≠200 WESTERN UNION DELUXE TELEGRAPH SETS

A complete two-pupil set for real period of education and play. Two approved gadget-mounted sending and receiving buzzer keyers. Operate on standard flashlight batteries. Complete with 4 batteries and approx. 100 feet of wire, instructions sheet and miniature Western Union booklet. Packed: 1 dozen to a master carton. Weight 18 lbs. per carton.

Suggested Retail Price $3.29



≠165 WESTERN UNION DOUBLE TELEGRAPH SETS

Two complete signal sets, with instruction sheets and miniature Western Union booklet. Approved polished wood base. Packed: 1 dozen to a master carton. Weight 20 lbs. per carton.

Suggested Retail Price $2.00

≠164 WESTERN UNION SINGLE TELEGRAPH SETS

Same as above but single signal set. Packed: 4 dozen to a master carton. Weight 30 lbs. per carton.

Suggested Retail Price $1.00

≠150 WALL PHONES

An inexpensive system telephones. Attractively finished operates on standard 4½ volt flashlight batteries (not included) packaged in attractive box. Packed: 1 dozen to a master carton. Weight 23 lbs. per carton.

Suggested Retail Price $4.50

SEE US AT THE AMERICAN TOY FAIR
Rm. 953, Hotel McAlpin, March 9-18

We also distribute a complete line of BRUMBERGER Construction Sets for BOYS & GIRLS and the famous BRUMBERGER Variety Sets. Priced to sell.

BRUMBERGER SALES CORP. 34 THIRTY-FOURTH ST. BROOKLYN 32 N. Y.

Sole Sales Organization for S B MFG CORP

[redacted]

HERE'S THE SENSATIONAL NEW
COMPANION ITEM TO TEAM UP WITH
THE BUCK ROGERS SONIC RAY GUN

* NOW *another* big "Super-Toy" sensation! Just pass it up with Norton Honor's smash-ing SONIC RAY gun BUCK ROGERS Super Stellar SPACE GLASSES are real *3 power field glasses* that help young spacemen to "see beyond the stars" in their inter-planetary adventures . . . make a big hit for to-lour and out over play at your store! Has HIGH QUALITY LENSES for clear vision HINGED BRIDGE to adjust to various pupil-ary distances TRIPLE GEARED BINOCULAR RANGE FINDER for true focus adjustment Rug-ged all plastic construction for lasting use Attractive assortment of ray-gun colors and designs Individual packages in blazing color for die-cut display carton. If *but a toy* (for kids and grown-ups, too) . . . *what a super-seller . . . what an outstanding big-quality value at so low a price!* Be sure to order at the Toy Fair for definite delivery schedule

the official

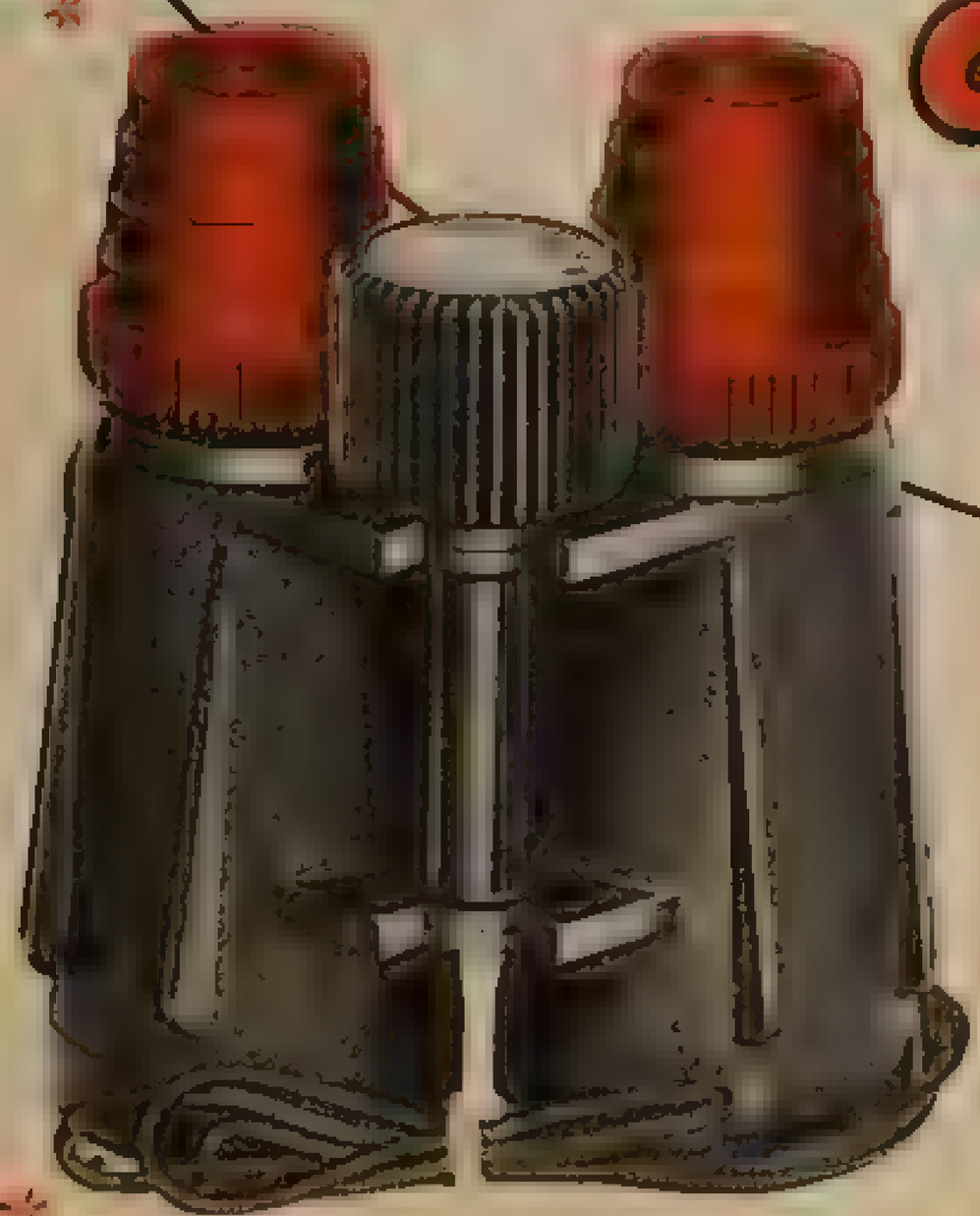
BUCK ROGERS

Super-Stellar

SPACE GLASSES

$2.00

INDIVIDUALLY PACKAGED
IN 3-COLOR DIE-CUT
COUNTER DISPLAY BOX!



* A Year-'Round Seller for Boys and Girls . .

* Ideal for Sports Events and Outdoor Use . . .

* The *Only* Fold Glasses in This Price Range with Hinged Bridge Feature

DON'T MISS THIS
FIRST BIG SHOWING
AT THE TOY FAIR
HOTEL NEW YORKER
★ROOM 1021

BUILDING BLOCKS!

BUILDING BLOCKS!

BUILDING BLOCKS!

but never building blocks like this before!

SERVICE STATION

GASTON Changeable BUILDING BLOCKS

Each turn of the Gaston Changeable Building Blocks makes a completely different building; a fire house, log cabin, service station or a colonial home. Almost an entire village with but one set of blocks

Here's a simple toy that a child of any age can understand and enjoy. Gaston Changeable Building Blocks develop creative ability — design and construction — are virtually unbreakable and completely safe They sell at a reasonable price, too.

Wait a minute, one more important thing. You make money when you handle Gaston Toys — Changeable Charlie, Changeable Charlie's Aunt, Bozo, Barnyard Animals, Peter Pan Picture Blocks, Mother Goose Picture Blocks, and of course, Gaston Changeable Building Blocks

The Gaston Line is a staple line that sells all year 'round.

Drop a card or your letterhead today we'll send our latest catalog and price list

124 W SECOND ST CINCINNATI 2 OHIO

LOG CABIN

COLONIAL HOME

FIRE HOUSE

SELL THE one-and-only GUN OF ITS KIND!

STRATO-GUN

EARTH'S ONLY
Interplanetary
AUTOMATIC ZINC METAL
CAP GUN
USES STANDARD 50-SHOT
CAP ROLLS

CHROME MODEL
SG-100
Finished in gleaming chrome. Red trim.

PAINTED MODEL
SG-200
Metallic aluminum finish. Red trim.

Set Your Sights for PEAK GUN SALES!

Cash in on the overwhelming demand for the streamlined, futuristic toys of the Atomic Age! Blast gun sales to a new high . . . with the only fully-automatic rocket cap pistol on earth! Jet-styled of die-cast zinc alloy, and finished in gleaming chrome, the new Strato-Gun is completely realistic—from tapering 9½" barrel and red-trimmed cooling fins, right down to its safe, sure-fit hand grip. Sell the toy that every youngster in the nation wants—the new-as-tomorrow Strato-Gun! Order your stock today! Get your full share of this big new market!

Handle "breaks" from barrel for easy loading. Uses standard 50-shot roll caps.

Strato-Guns are individually packed in colorful, sales-making boxes. Display them prominently — they sell themselves!

Packed 2 dozen to the shipping case. Wt. per gun, app. 1/2 oz. f.o.b. Detroit plant.

pat. pending

Suggested Retail Price

Chrome Model (SG-100) **$2.49**

Painted Model (SG-200) **$1.98**

ALSO AVAILABLE
Strato-Gun belt-and-holster sets.
2 futuristic styles . . . in real leather!

Futuristic Products
COMPANY

684 E. CONGRESS STREET • DETROIT 26, MICHIGAN

VALUE

VARIETY

PROFIT

There's a PEERLESS Plaything
for every child... for every age...
for a quick, sure sale every time!

TOM CORBETT SPACE CADET GAME
Exciting new game featuring the juvenile
hero of fiction, radio and television!

ASTRO — Wizard from Mars — QUIZ GAME
Knows all! Tells all!
The man from outer space
who answers every question—like magic!

- **CHARMART** Toy Jewelry Sets
- **TINYTOWN** Family Doctor Kits
- **TINYTOWN** Visiting Nurse Kits
- **JEWELITE** Pearl Set
- **CLAY SETS**
- **BEADART** Craft Sets
- **TABLE TENNIS SETS**
- **TOM CORBETT SPACE CADET** Doctor Kits
- **TOM CORBETT SPACE CADET** Paint Set
- **CINDERELLA** Pastry Sets

* Introducing—

MR.

FUNNY

FACE!

Exclusive Sales Representative:
PORTUGAL & KROTMAN, Inc.
ROOMS 534 AND 536 • 200 FIFTH AVE • N.Y.C. 10, N.Y.

Peerless Playthings Company
RIDGEFIELD PARK, N. J.

188

OFFICIAL **Wild Bill Hickok**
and **Jingles**

POWER PACKED PROMOTION ON
53 TELEVISION — 550 RADIO STATIONS

Young America's Favorites

A Complete Line of "REVERSE DRAW"

SINGLE and DOUBLE GUN and HOLSTER SETS

Made of top grade cowhide with colorful leather trim on tan. Pinked felt backing. Die cast, chrome plated double horseshoe Wild Bill Hickok conchas on holsters and belts. Die cast, chrome plated buckles and matching keepers. Colored and chrome plated studs. With or without No. 900 Wild Bill Hickok & Jingles Cap Pistols. Full color box.

No. 900 CHROME PLATED CONCHA HANDLE CAP PISTOL

Extra heavy duty die-cast alloy. Chrome plated, hand polished finish. 50 shot roll cap tested firing mechanism. Chrome plated metal conchas with embossed gold color centers, inlaid in mahogany simulated handle. Individually boxed

See GLENN BEVER, Room 1067 HOTEL NEW YORKER

M. C. K. MANUFACTURING CO. • 99 E. PROVIDENCIA AVE. • BURBANK, CALIFORNIA

CARNELL

ROUNDUP

HOLSTER SETS

mean rapid fire profits for you

Carnell's Holster sets are made exclusively of bark tan genuine leather, with the original and always popular **Hip Slung** feature. See our new and exciting line of top quality holster and pistol sets now on display only in **ROOM 324 — 200 5th AVENUE.**

Carnell Mfg. Co., Inc.—200 5th Ave., N.Y.C.

431

SHOOT for PROFITS with GRAKO KID

NEW
SELF-SELLING
COMPLETE

FULL COLOR
REAL LEATHER
AUTHENTIC

THE COMPLETE LINE THAT CAN'T MISS!

GRAKO KID has everything . . . style,
color, genuine gem-studded leather . . .
for smart dealers to "draw a bead"
on the top market.

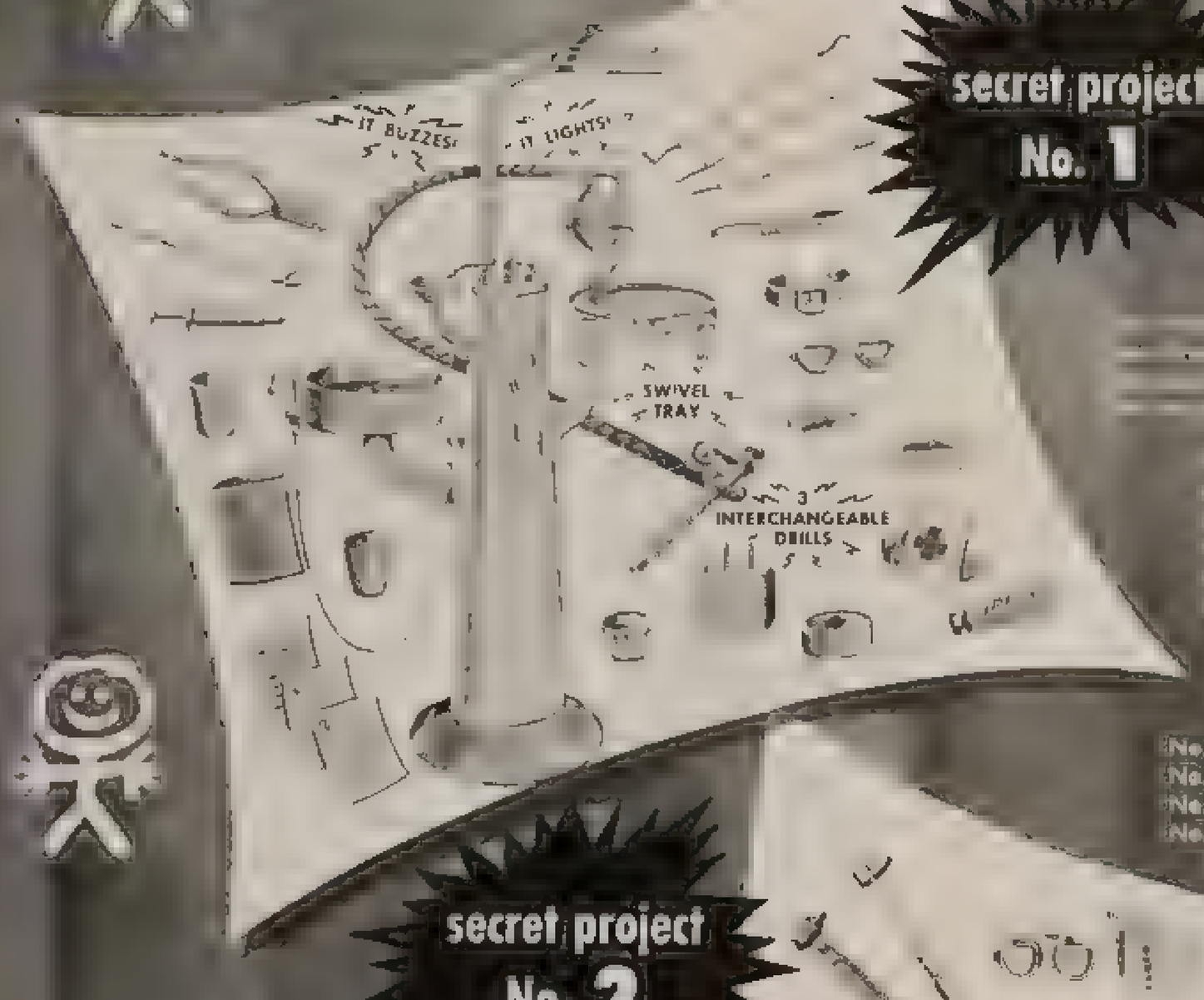
SEND FOR COMPLETE CATALOG

GRATON & KNIGHT COMPANY WORCESTER 4, MASS., U.S.A.

Our Second Century

"D" day is HERE at pressman

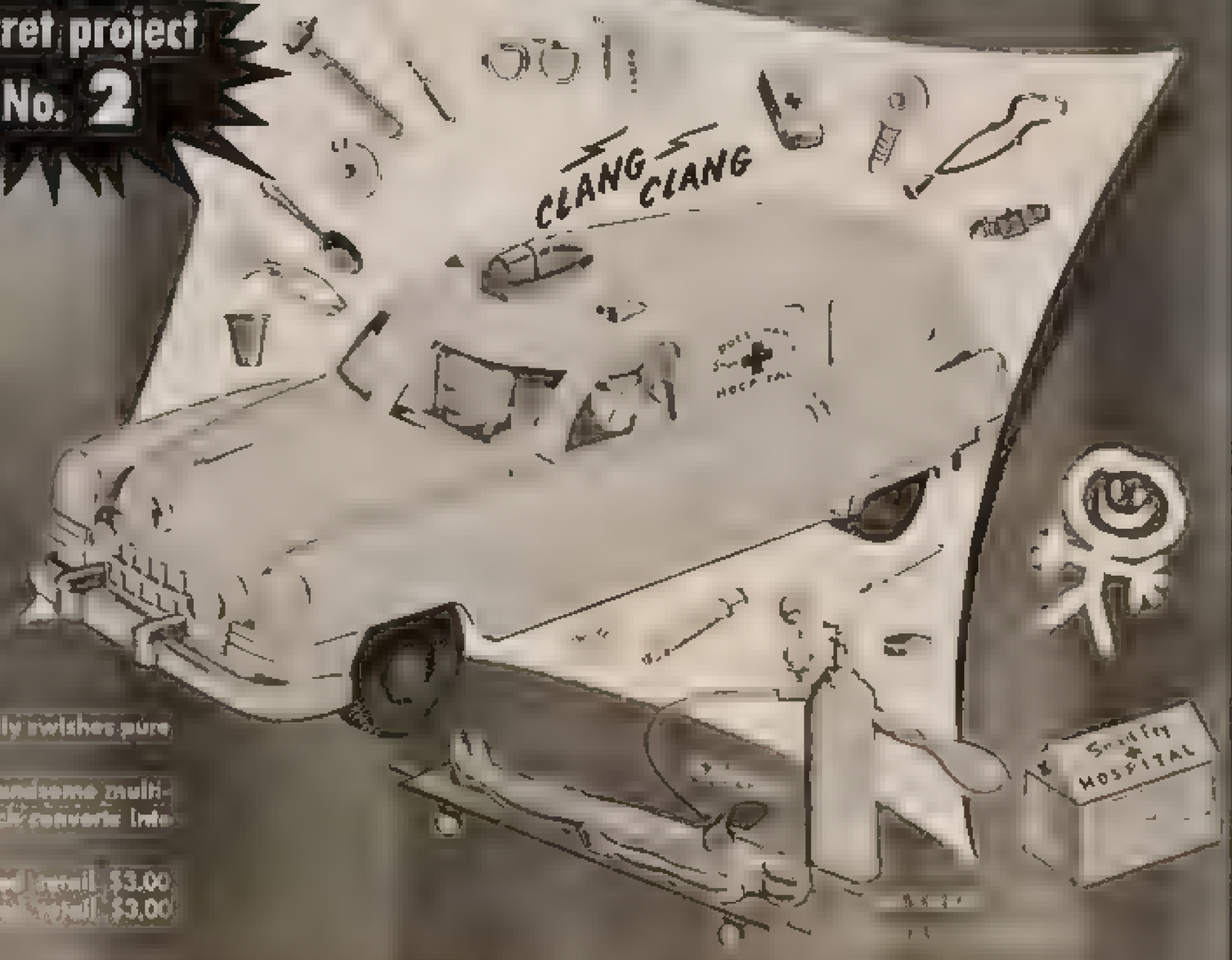
secret project No. 1



Directions are fully approved by the American Dental Association.

No.	3398 for Boys	Suggested retail	$3.00
No.	1598 for Boys	Suggested retail	$1.50
No.	3399 for Girls	Suggested retail	$3.00
No.	1599 for Girls	Suggested retail	$1.50

secret project No. 2



Pressman Pioneers

small fry "D" Doctor Set and Nurse Set

Featuring the new *Fully Equipped* 15" Plastic Clanging Ambulance

Once Again, Pressman is first with something entirely new in Doctor and Nurse sets. Our new ambulance comes with a complete assortment of over 30 medical and first aid accessories, including the new Pressman Oxygen Tank that really swishes pure air to revive doll patients.

Each ambulance is packaged in a handsome multi-color corrugated display carton, which converts into hospital (as shown at right).

No.	3394 for Boys	Suggested retail	$3.00
No.	3396 for Girls	Suggested retail	$3.00

THIS IS IT! PRESSMAN DOCTOR SETS FOR '

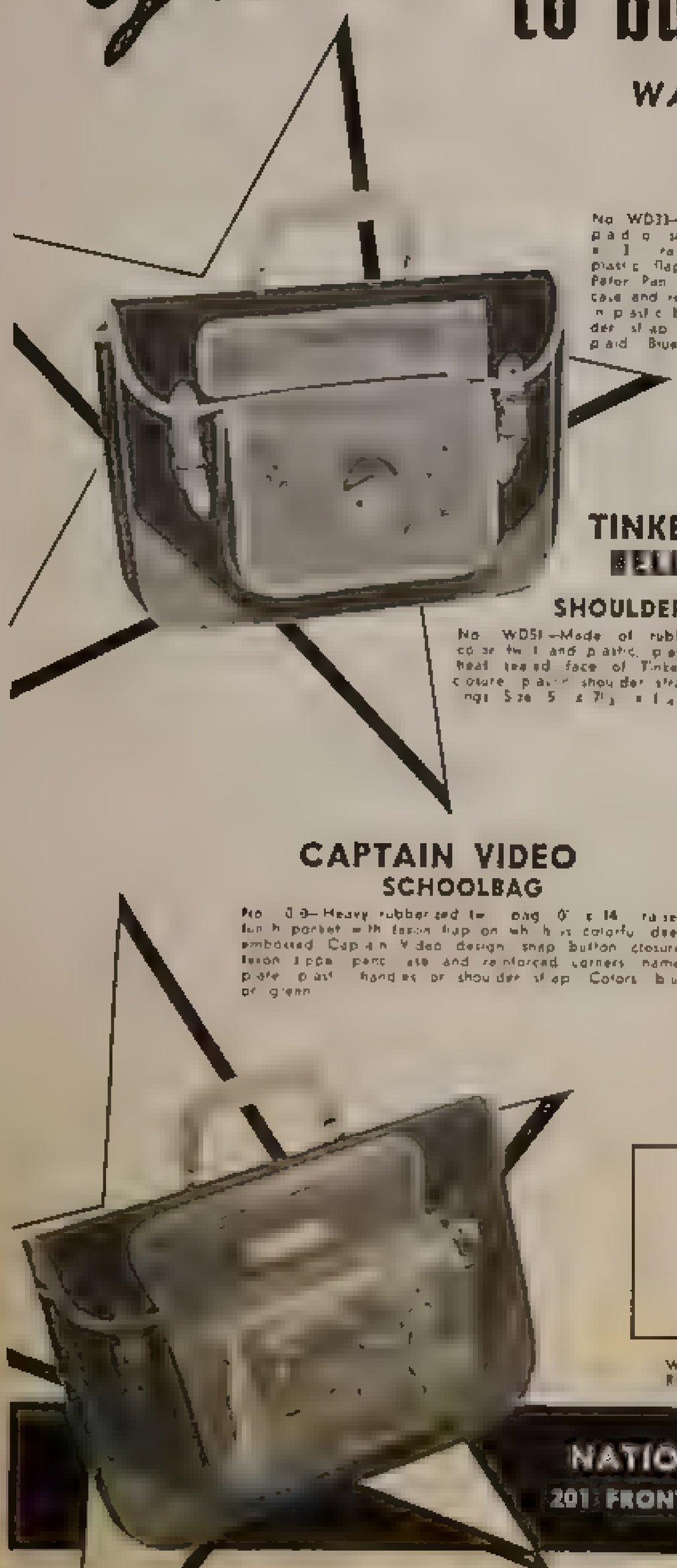
pressman toy corp. 1107 broadway, new york 10, n. y.

TOY FAIR

SPECIAL EVENT!

W. D. Disney Productions Incorporated · Character Merchandising Division

Great Stars
to build your sales



WALT DISNEY'S

Peter Pan

SCHOOLBAG

No WD31—Heavy rubberized assorted color plaid or solid color tweed schoolbag, 9½ x 13 raised lunch pocket with patent plastic flap on which is plastic face of Peter Pan, patent plastic buttoned pencil case and reinforced corners, colorfully turned in plastic binding, plastic handle or shoulder strap. Colors: Red, Blue or green plaid, Blue or green tweed

TINKER BELL

SHOULDERBAG

No WD51—Made of rubberized plaid or solid color tweed and plastic, plastic flap with plastic heat sealed face of Tinker Bell, snap button closure, plastic shoulder strap attached with dee rings. Size 5 x 7½ x 1½ in assorted colors

COPYRIGHT
WALT DISNEY
PRODUCTIONS

CAPTAIN VIDEO
SCHOOLBAG

No CV3—Heavy rubberized tweed bag 6" x 14" raised lunch pocket with lesson flap on which is colorful deep embossed Captain Video design, snap button closure, lesson pad, pencil case and reinforced corners, name plate, plastic handles or shoulder strap. Colors: blue or green

See our complete line at the

TOY FAIR

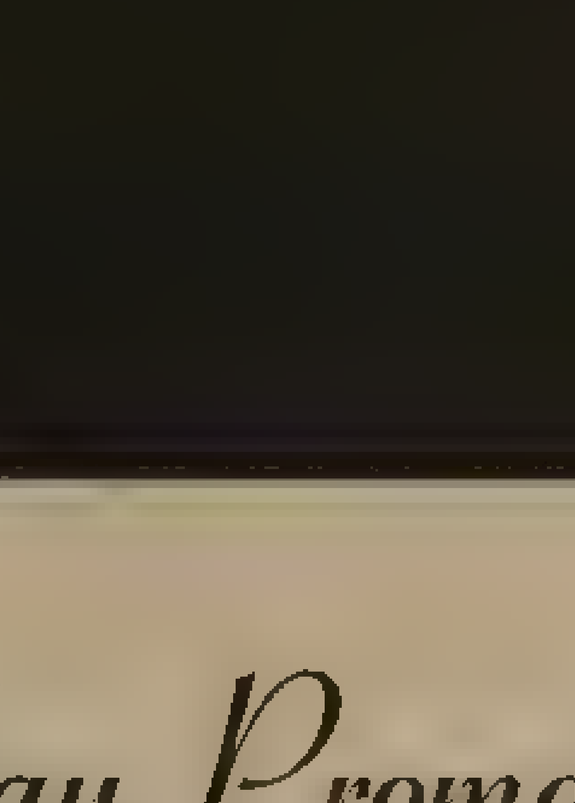
ROOM 665 - HOTEL McALPIN

Write for our 1951 catalog of School bags, brief bags, Ring binders, Utility bags and Novelties

NATIONAL LEATHER MFG. CO., INC.

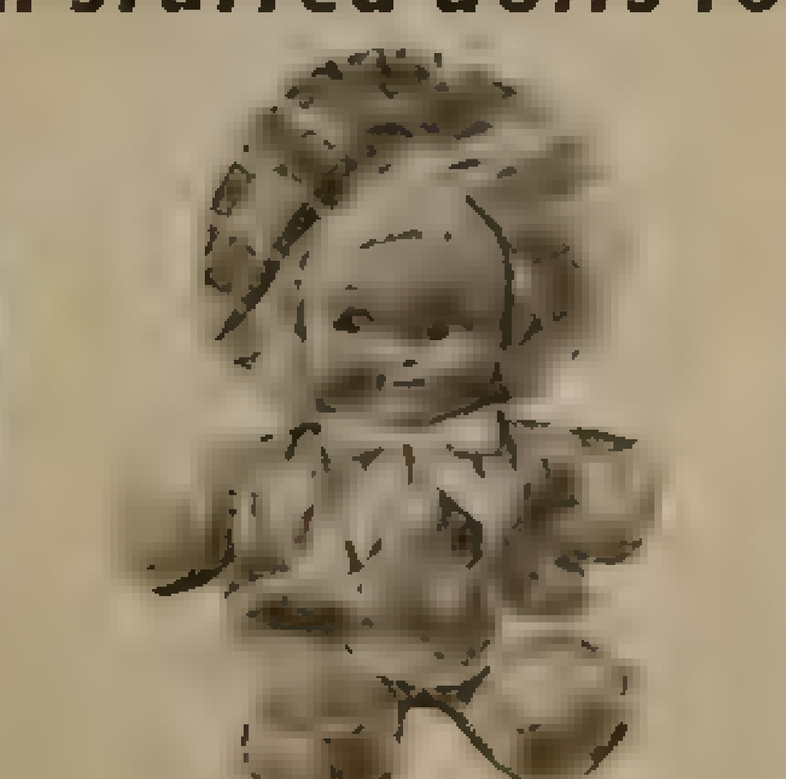
201 FRONT STREET BROOKLYN, NEW YORK

Holiday Promotions . .
in stuffed dolls for '53



JUMBO
SITTING PRETTY
DOLL

MIMI



GLAMOUR GIRL

NURSERY RHYME
CHARACTERS

HAND-PAINTED PLASTICS FACES BOXED OR IN PLIOFILM BAGS

AL ZANER • LOU WESSAN • NORMAN SCHWARTZ • IRVING BECKER

FOR
WHOLESALERS • CHAINS
DEPARTMENT STORES

A & L NOVELTY CO.

Factory and Showrooms at

218 224 McKIBBEN STREET BROOKLYN 6, NEW YORK MYrtle 7-4641

Manufacturers of Stuffed Toys and Boudoir Dolls

[redacted]

The NEW

ANNOUNCING Duchess Dress-Up-Line

FEATURING

REMOVABLE COSTUMES IN TWO SIZES

7½" DOLL

RETAIL PRICE
59c

- MOVING EYES
- MOVING HEAD
- MOVING ARMS
- LIFELIKE HAIR

12½" DOLL

- MOVING EYES
- MOVING HEAD
- MOVING ARMS
- MOVING LEGS
- SARAN HAIR

RETAIL PRICE
1.98

DUCHESS DOLL CORP. IS THE ORIGINATOR AND ONLY MANUFACTURER OF 'DOLLS OF ALL NATIONS'

THIS NEW DRESS-UP LINE BY DUCHESS WILL ENABLE THE YOUNGSTERS TO DRESS UP THEIR DOLLS IN ANY DRESS THEY MAY DESIRE . . . SEND YOUR ORDER IN TO-DAY

DRESS & ACCESSORIES SETS Retail From 1.00

Duchess Doll Corp.

86-27 ROOSEVELT AVE. JACKSON HEIGHTS, L. I., N. Y.

New York Showroom

200 FIFTH AVENUE ROOM 361

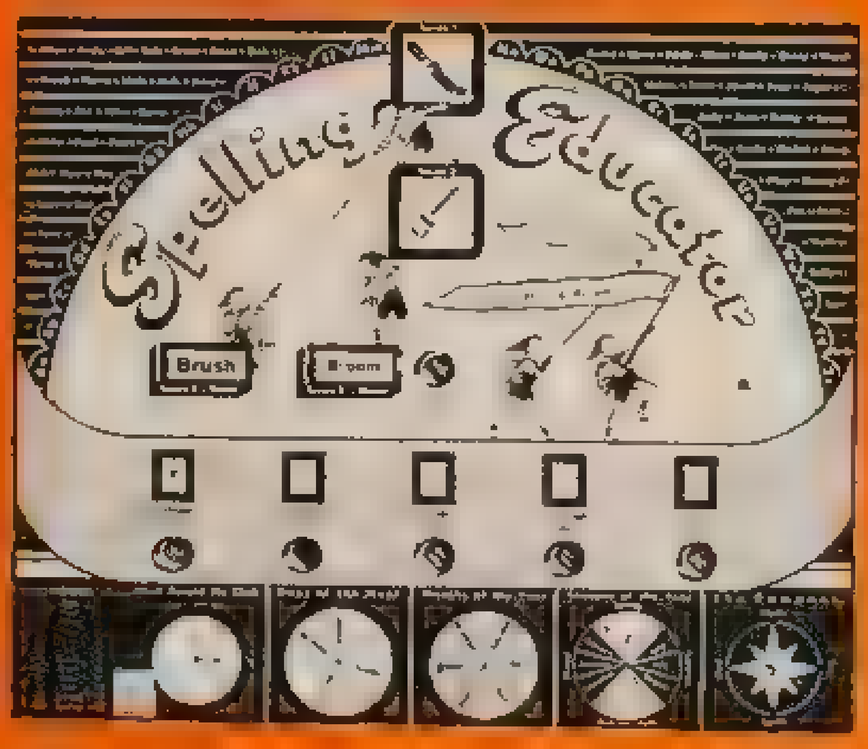
New!

PENMANSHIP

Wonderfully different.
Startingly new.
Teaches to write correctly
This exciting toy will delight youngsters and parents alike.
Beautifully packaged.

Our No. 408

Retails 1.79



New!

SPELLING EDUCATOR

For Early School
Age-Group 5 to 9

SPELLING EDUCATOR is the best for the
Easy for the best on the
market.

An eye-catching masterpiece
See it — by all means

Our No. 38

Retails 1.59

"Watch the rolling eyes"

AUTOMATIC SPELLER

For PRESCHOOL and Early School
Age-Group 5 to 9

Best method in education
powerful
pewerful years and older

Our No. 309 Retails 1.39
No. 309-S Spanish-English

"Watch the rolling eyes"

JUNIOR ARITHMETIC

Amazes, intrigues, delights children
[illegible]
amazes

A tested
Our No. 37 Retails 1.49

Waiting for you...

Room 722

HOTEL McALPIN

•

...Our great new 1953 series of educational games!

•

JOBBERS

We urge you to see us

We offer you:
A profitable set-up
A line you will be proud to sell

MASTERCRAFT TOY CO. Inc. 19 WEST 24th ST., NEW YORK 10, N. Y.
MANUFACTURERS OF DISTINCTIVE TOYS

IDEAL

Presents

E.T.I. TOYS

EDUCATIONAL TOY INSTITUTE

The NEWEST Approach to Educational Toys

ADD A LOAD
Ages 4-6

CIRCUS WAGON
Ages 1½-3½

TAKE APART PLANE
Ages 4-7

EVERY E.T.I. TOY NOT JUST "APPROVED" BUT ACTUALLY CREATED AND TESTED BY TWO NATIONALLY KNOWN PSYCHOLOGISTS

Dr. B. von Haller Gilmer
Dr. Kenneth E. Moyer

of CARNEGIE INSTITUTE OF TECHNOLOGY

PEOPLE WAGON
Ages 4-6

CHIP WAGON
Ages 2-5

TRUCK & BLOCKS
Ages 3-5

THE TRUE TEST OF A TOY.... "I X"

"I X" stands for "Interest Index" — How Long Will the Child Play With the Toy?

Every E.T.I. Toy has the highest known "Interest Index" for the age group for which it is intended.

Now for the first time you can really be *sure* of prescribing the right toy for every age

WHAT THIS PROGRAM MEANS TO PARENTS AND CHILDREN...

- Safe, sturdy educational toys with proven "Interest Index" — toys that children really want
- Authoritative psychological advice for the parent — free guide with every toy! — how to make learning *fun* with toys; how to play with the child; how to know what to expect from him at every age
- An assured source of imaginative pre-tested toys through the years. These six toys are available now. More are being tested and will be released soon

An Unusual Opportunity For You To Build A Steady Year-Round, Profitable Business With Ideal's E.T.I. Toys, Write TODAY.

IT'S A WONDERFUL TOY... IT'S IDEAL

Artoyo Division

IDEAL TOY CORPORATION • 200 Fifth Ave., N. Y. 10, N. Y.

CHICAGO	DALLAS	LOS ANGELES
14-108 Merchandise Mart	901 Commerce St	914 So. Main St

THE ORIGINAL NAME

JIM PRENTICE

IN ELECTRIC GAMES

GREATEST OF GADGET GAMES

ELECTRIC JACK STRAWS

Fascinating FUN for adults—teen-agers—youngsters

See Jim Prentice — EXTRAORDINARY — Electric Games for 1953

MONROE OSTEN, 200 Fifth Avenue, New York 10, N. Y.
WILLIAM E. COLLIN & CO, 656 So. Los Angeles St., Los Angeles 14, Calif

THE ELECTRIC GAME CO., INC.

FRONT AND OLIVER, HOLYOKE, MASS.

"World's First and Largest Electric Game Manufacturers"

EDUCATIONAL

ELECTRIC QUIZ GAMES

ORIGINATED BY **Jacmar**

- YEAR 'ROUND SALES
- YEAR 'ROUND PROFITS
- FEATURED BY LEADING WHOLESALERS

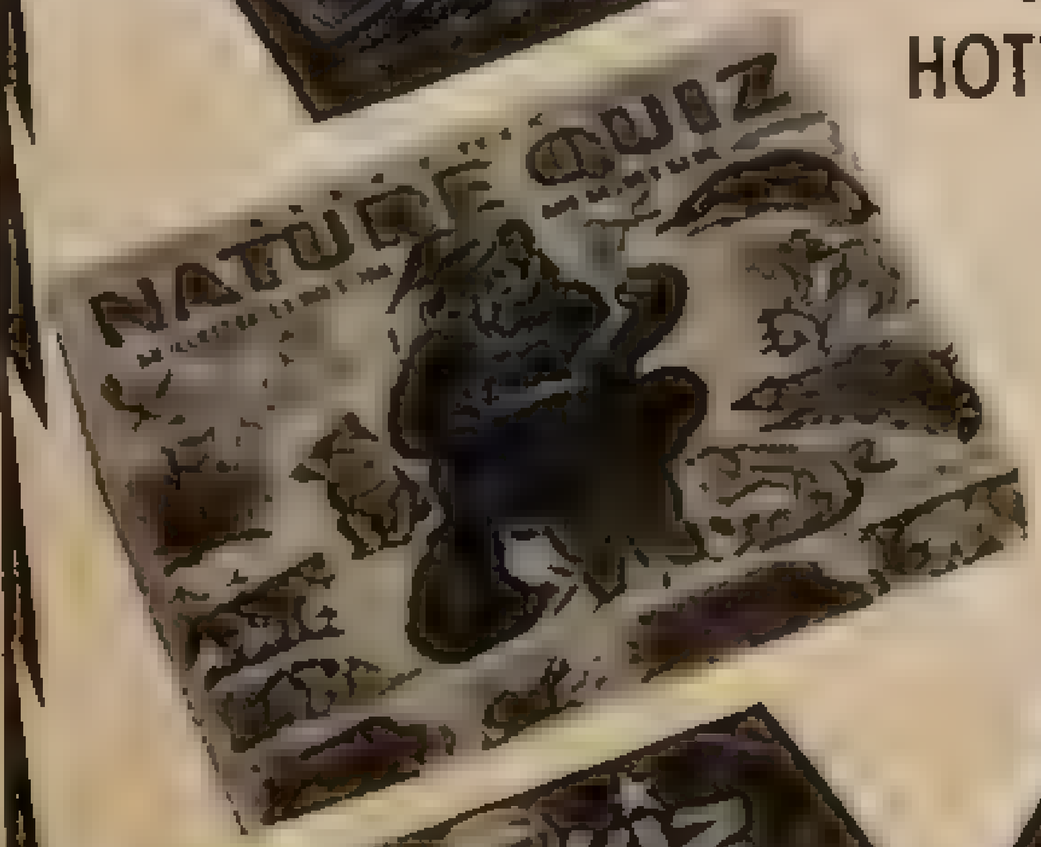
The Playway to Knowledge
FOR ALL AGES

TOY FAIR DISPLAY
HOTEL McALPIN—ROOM 574

See our Complete Line of
ORIGINAL ELECTRIC QUIZ GAMES
from **98c to $3.00**

The Playway to Knowledge
The Sureway to Profits

Available in
SPANISH AND FRENCH



Jacmar
Mfg. Company

115 W. BROADWAY • NEW YORK 13, N. Y

ASK YOUR JOBBER OR DEALER FOR PRICES & DETAILS

"Shingles" that mean Business!

. . . an ever growing family of Brand Names . . . all proud products of Esquire Novelty Company.

As in previous years, Esquire Novelty leads the field again in '53 with new items and exclusive features that make their lines value packed and consumer accepted — when you're doing business with these Brand Names, you're really doing business.

In addition to our showroom at 200 Fifth Avenue, we invite you to enjoy the comfortable facilities of our Toy Fair exhibit in Parlor F, on the newly opened 4th Floor of the Hotel New Yorker.

esquire novelty company

200 Fifth Avenue (Room 254), New York 10, N.Y.
Factory: Jersey City, N.J.

AND NOW!

THE ORIGINAL

SCRABBLE

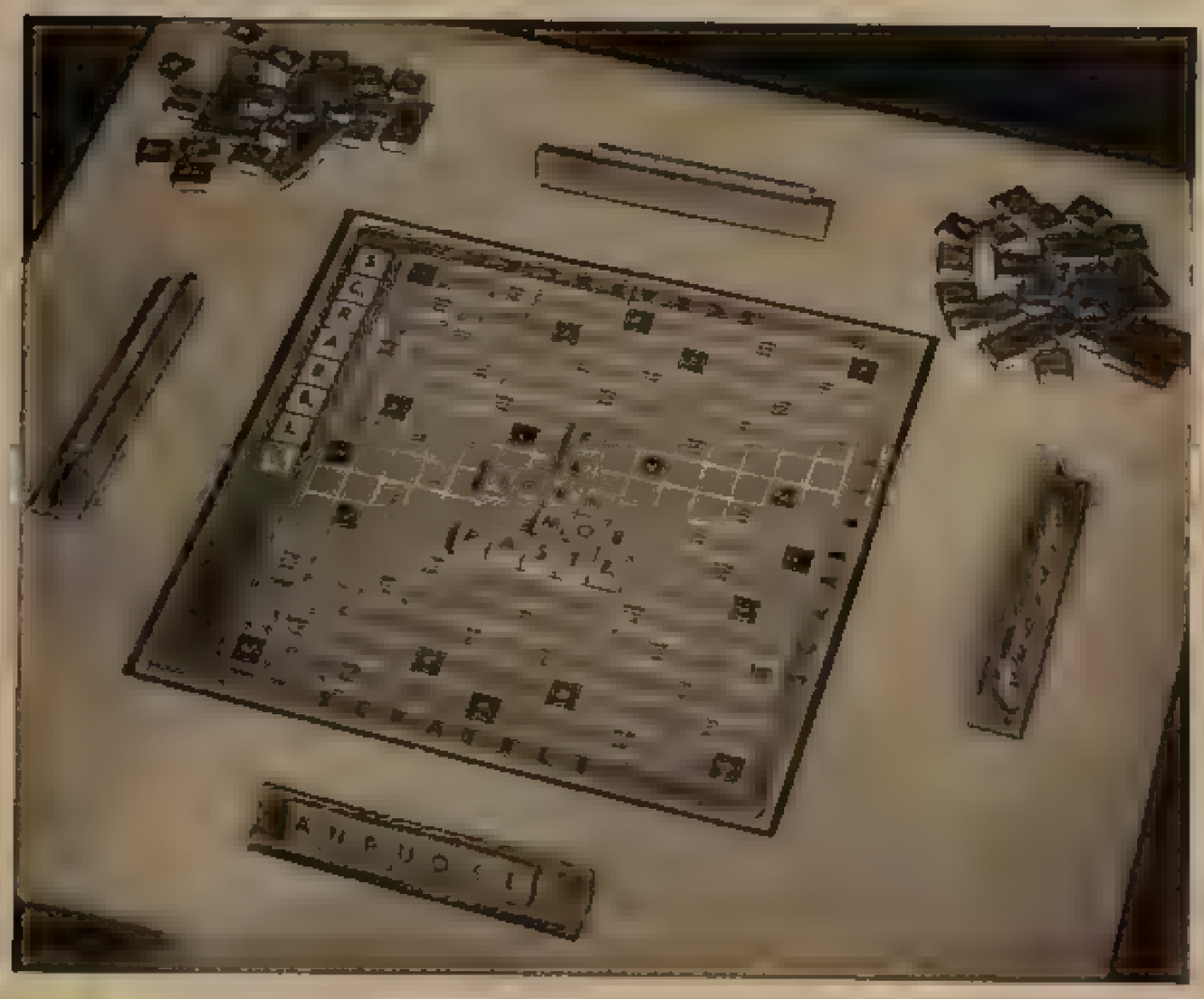
REGISTERED U.S. PATENT OFFICE

JOINS

THE S & R FAMILY

of Distinctive Games

RETAILS AT $3.00



RETAILS AT $3.00

The Most Talked About Game of this or any other year

Orders will be accepted in Rotation for Delivery May 15th—sooner if possible.

MANUFACTURED BY

SELCHOW & RIGHTER CO., 200 Fifth Avenue, New York, N. Y.

FOR

THE PRODUCTION AND MARKETING CORP.

*Send for New 1953 S & R Catalogue—Ready April 1st

[redacted]

STYLED FOR SALES! PRICED FOR PROFITS!

GIDDY-AP

AN ACTION TOY . . . perfect for indoor bad weather play as well as outdoor play. Versatile! Practical! Stock GIDDY-AP now!

SWINGING HORSE BROWN (#240) BLACK (#250)

ROCKING HORSE BROWN (#220) BLACK (#230)

SWINGING and ROCKING HORSES

A terrific seller . . .

. . . Here's a line that's really "knocking 'em dead!" Tops in play value, GIDDY-AP is priced to make the most of its super sales appeal. This year ride a sure winner—stock GIDDY-AP! SUEDE FINISH! More durable than enamel. SAFETY TESTED! Holds 200 pounds by actual test! Can't tip!

AVAILABLE IN 2 COLORS
Length 44", Width 14"
Height 33", Saddle Height 22"

- DE LUXE WOODCRAFT COMPANY

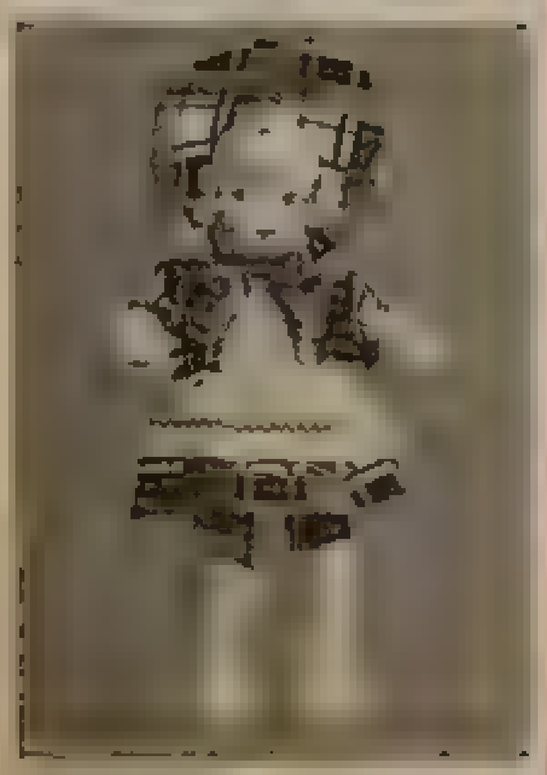
RACINE, WISCONSIN

NEW YORK OFFICE
JULIUS LEVENSON, INC.
7 EAST 17th STREET
NEW YORK 3 N Y
AL 5-8770 1-2

MIDWEST REPRESENTATIVE The Toy Market 1424 Merchandise Mart, Chicago AT THE TOY FAIR HOTEL McALPIN—ROOM [illegible]

NOW . . . AND PERMANENTLY ON DISPLAY AT JULIUS LEVENSON, INC., 7 EAST 17th ST., N. Y. C.

.50



He's done it AGAIN!

REGAL BEAGLE... the WINNER and still CHAMPION!

More honors for a great favorite . . . sales records are smashed wherever he is shown!

Regal Beagle comes from a long line of thoroughbreds—for more than 55 years the "champions" in stuffed toys have been made by . . .

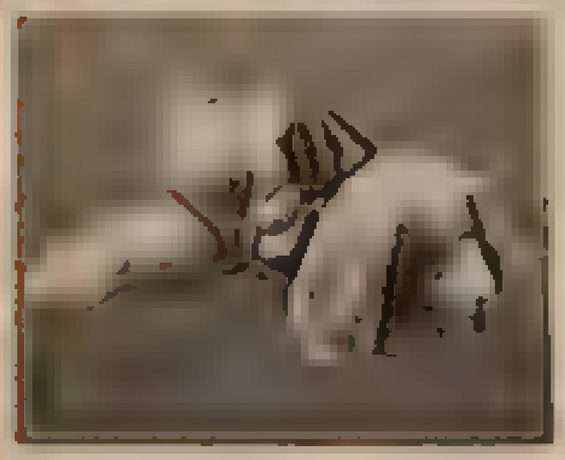
Gund

See the NEW exciting collection of GUND creations

CHAMPIONS ALL

Made with the same fine quality, craftsmanship and value for which GUND has been famous since 1898.

ROOM 1226



Gund

MANUFACTURING COMPANY • J. SWEDLIN INC., Successor

200 FIFTH AVENUE, NEW YORK 10, N. Y

New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal

20

Honey Walker

...THE CENTER OF TRAFFIC WHEREVER SHE GOES!

THE New EFFANBEE Doll COMPANY

Effanbee Means Finest and Best

200 FIFTH AVENUE NEW YORK N Y

EFFANBEE DURABLE DOLLS

OTHER FINE EFFANBEE PRODUCTS — DY-DEE BABY
ROOTIE KAZOOTIE — POLKA DOTTIE TELEVISION CHARACTERS

TALK ABOUT JUMPS!

HOPALONG POGOSTIKS HIT THE CEILING!

LAST YEAR when we introduced the Hopalong Pogostik we were sure we had a "natural." Then you men in the field told us so, too! But sales told the real story—*and how!* Phones rang. Orders poured in. We were swamped

Realizing that even with production multiplied it would be humanly impossible to meet the demand, we screamed "Stop the advertising! Stop all promotion!" Then we went to work filling back orders

Now it's 12 months later, and we're all set to go. We've kept quiet as the proverbial clam...till today our warehouse is bulging with Hopalong Pogostiks

Don't miss the big bounce. Read the features below and send your order fast.

CHECK THESE SALES FEATURES

1—Endorsed by Hopalong Cassidy
2—Molded rubber replica of Topper's head—stuffed with foam rubber for extra safety
3—Rugged 1¼ steel body
4—Snappy spiral striped finish
5—Heavy-duty springs assure live action for weights from 60 to 240 lbs
6—Oversized rubber platform pedals
7—Non-skid rubber top absorbs vibration
8—30" overall height

LIST PRICE...$7.95

Packed in individual cartons—6 to a case
Case shipping weight approx. 36 lbs

BE SURE TO SEE HOPALONG POGOSTIKS
Room 1160 Hotel New Yorker
American Toy Fair—March 9-18

CIRCLE 7 TOYS, Inc.
111 WATER ST., BROOKLYN 1, N. Y.

Howdy Doody says -

SEE TEE-VEE IN '53!

COME SEE US
AT THE TOY SHOW
ROOM 704
HOTEL McALPIN

...it's HOWDY-DOODY TIME!

HOWDY and all his T-V gang in gay plastic!

A world of fun for the kids with America's favorite T-V family — coast to coast!

A world of profit for dealers with these wildfire sellers . . . many attractive packages and individual novelty items!

Kagran Corp. ©

Associated with
BRADFORD NOVELTY CO. INC.

Tee-V
REG. U.S. PAT. OFF.

CC TOYS, Incorporated
115 EAST 26 ST. NEW YORK 10, N.Y.

410

Gerber "1953" Line

OF PLASTIC TOYS

14-inch Tennis Racket and Ball
Cat. No. T-600, Retail 39¢

Soft, Unbreakable, Phable Nesting Blox With Heat Embossed Characters. Molded in Polyethylene.

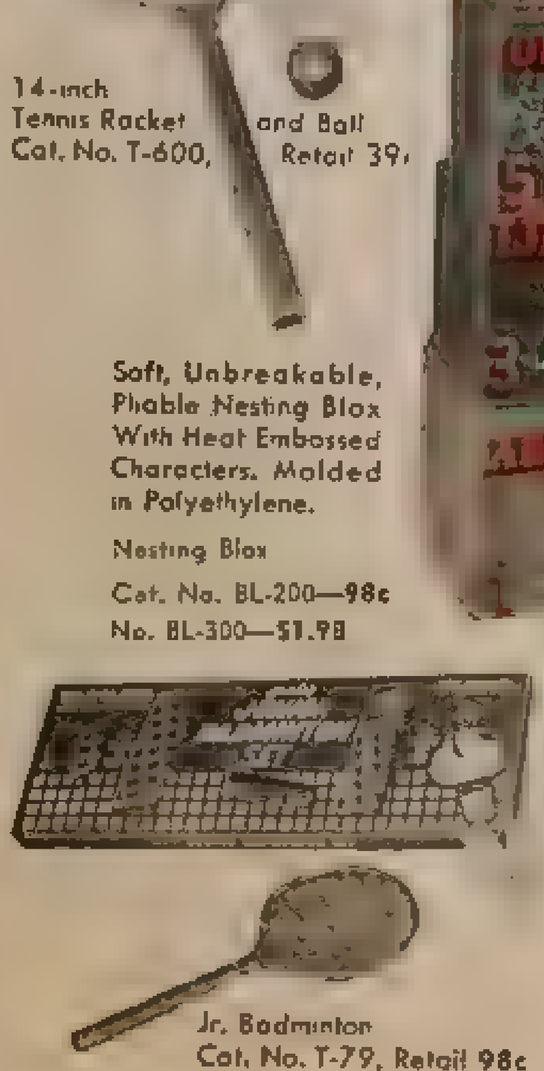
Nesting Blox

Cat. No. BL-200—98c
No. BL-300—$1.98

CLOWN JACK-IN-BOX
Cat. No. C-400, Retail 98c

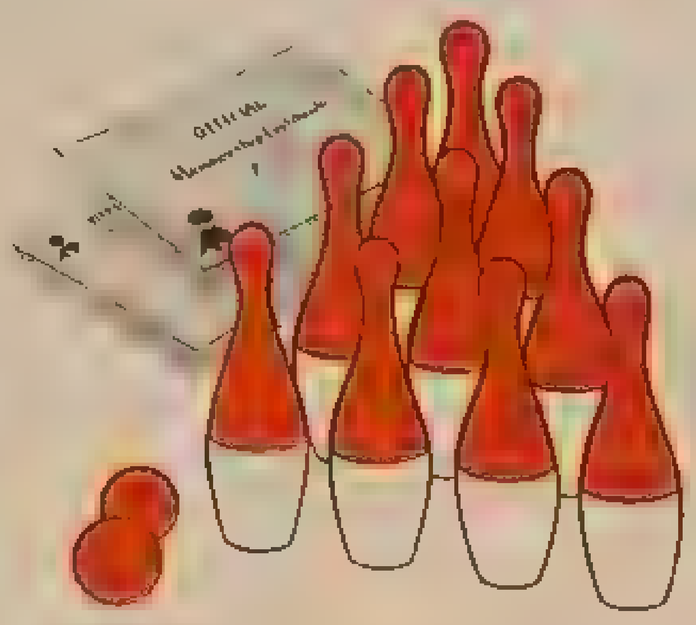
HOT HOT!

TWISTIES
12 different kinds of animals, attractively packaged 12 animals to a counter display box.
Cat. No. A15.
Suggested retail price 25¢.



Jr. Badminton
Cat. No. T-79, Retail 98c

GURGLING GERTIE
Cat. No. D-22.
Retail 98¢
She gurgles, talks, whistles!
Non-toxic body colors.



TEN PIN SETS
Junior—Cat. No. D-77, retail 79¢.
Senior—Cat. No. D-88, retail 98¢.
New, Special Price! New, Visual Packaging!

Gerber Tennis and Badminton sets are scale models in bright assorted colors with assorted widths, with balls and shuttlecocks; harmless indoors and out.

Exclusive Sales Representative

PORTUGAL & KROTMAN, inc
ROOMS 534, 536 • 200 FIFTH AVENUE • N. Y. 10, N Y

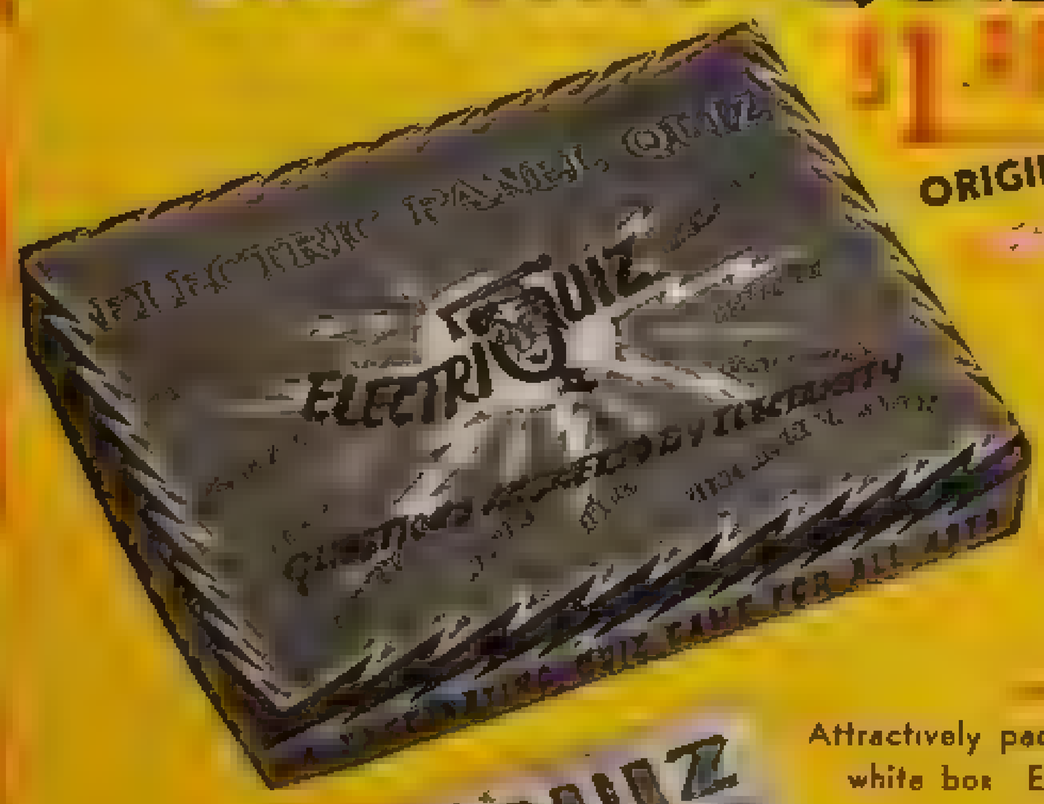
Gerber TOYS ST. LOUIS, U.S.A.
SPRUCE AT EIGHTH

EDUCATIONAL

ELECTRIC QUIZ GAMES

"1"

ORIGINATED BY

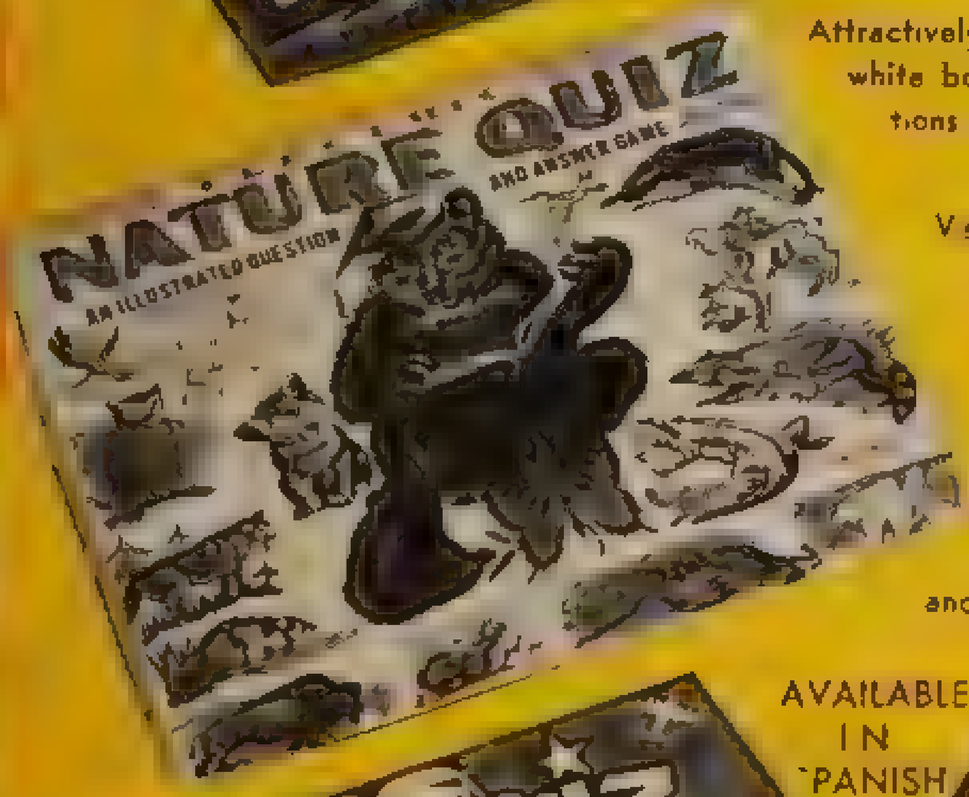


YEAR 'ROUND SALES

YEAR 'ROUND PROFITS

FEATURED BY LEADING WHOLESALERS

FOR ALL AGES



Attractively packaged in a sturdily built orange, blue and white box Equipped with 6 cards containing 144 questions on 12 interesting subjects

Visual teaching for tiny tots and built to stand constant use by alert youngsters Packaged in red, blue, yellow and white Equipped with 6 brightly colored cards containing 144 picture word associations.

Beautifully colored Quiz Game for the outdoor enthusiast, for all ages 144 illustrations and interesting descriptions of animals and plants

AVAILABLE IN SPANISH

Mfg. Company

115 W. BROADWAY • NEW YORK 13, N Y

ASK YOUR JOBBER OR DEALER FOR PRICES & DETAILS

14

NEW!

SENSATIONAL

Jet-chute

PAT. PEND

PAT. PEND

NEW YORK REPRESENTATIVE.
GEORGE C. WOOD
200 5TH AVE. • ROOM 457

Kite FREE with order of one gross or more. This is definitely a big volume item

SUGGESTED RETAIL PRICE
$1.49

New thrill for boy and girl. The new "Jet-Chute" releases parachute from the flying string of a kite at any predetermined point. Meet the sweeping demand for this profit-packed gleaming "Jet-Chute"! A full 9⅛" long. Made of plastic. Each in ultra modern colorful self display box. Parachute and simple instructions included. The "Jet-Chute" is an exact replica of the fastest jet in our air forces.

BE SURE TO SEE IT AT THE
TOY FAIR

JET-CHUTE CO.
200 BURNETT
FT WORTH TEXAS

217

THE ORIGINAL NAME

JIM PRENTICE

IN ELECTRIC GAMES

ELECTRIC PUT and TAKE
with Double Electric Rotor-Motor

PUT it on your counter. Game enthusiasts will TAKE it for $2.00

See Jim Prentice—EXTRAORDINARY—Electric Games for 1953

MONROE OSTEN, 200 Fifth Avenue, New York 10, N. Y.
WILLIAM E. COLLIN & CO., 656 So. Los Angeles St., Los Angeles 14, Calif.

THE ELECTRIC GAME CO., INC.

FRONT AND OLIVER, HOLYOKE, MASS.

"World's First and Largest Electric Game Manufacturers"

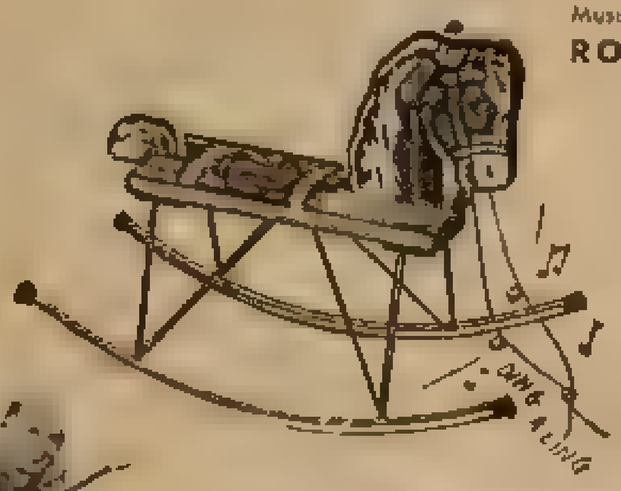
770

BUY JINGO! popular... profitable...

"sales bustin'" broncho!

Jingo chimes in all four decorated, fully enclosed wheels. Sturdy steel construction complements beautiful wood finish. Complete with braided reins and bells.

#501—Size: 20" Long, 17½" High, 7½" Wide, Wt. 5 lbs.; Each Unit packed K.D. in separate shipping carton.



Musical Rocker Horse # 502

ROCKO

Step into our stable and meet Rocko. He chimes as he rocks. Rubber tipped, chrome plated runners. All steel undercarriage. Bridled with reins chimes and bells. Assembled with one bolt and three screws. Saddle up "pardner", profits are awaitin.

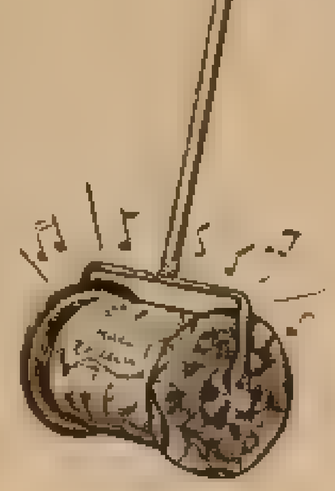
Size 24 long 17 high, 11 wide Wt 4 lb Each in carton packed K.D. Two to a shipping carton

Musical Push Chime # 101

MUSICO

Sales dance to the tune of Musico, the gay, carnival colored musical push chime. Metal constructed. Tubular brackets and threaded handle eliminate nuts and bolts. Musico's sparkling music and colorful circus designs produce exciting carnival atmosphere

Size 9 wide, 24 long 5" wheels with 20 oz Formed tubular guy in two colored box One dozen per master carton



MARY HARTLINE BATONS

Teaches balance and poise, beautifully triple-chrome plated spiraled shaft, tipped at both ends with official shaped rubber

MS-505—Size: ⅜" shaft 22" long.

For big sister, or big brother, spiraled shaft, triple chrome plated, official shaped rubber, cellophane wrapped, right weight for twirling.

MS-515—Size: ⅜" shaft 28" long

Metal Masters

METAL MASTERS CO., INC.

127 CATHARINE STREET, PHILADELPHIA 47, PA.

Exclusive Sales Representative

PORTUGAL & KROTMAN, Inc

ROOMS. 534, 536 • 200 FIFTH AVENUE • N. Y. 10, N. Y

NEW!

Little Chef

MINIATURE ELECTRIC STOVE

There's a Little Chef stove for every little girl. Five different models to choose from.

Model 1000-E
Pictured above. Size 13⅜" x 12¾" x 8"

Model 800-E
6-piece utensil set, 2 elements. Size 13⅜" x 12¾" x 8"

Model 500-E
5-piece utensil set. Size 11¼" x 10⅛" x 7".

Model 400-P
Beautiful play model of gas range Size 13⅜ x 12¾" x 8"

Model 300
Single large oven model with play gas burners. Size 11¼" x 10⅛" x 7"

MODEL 1000 E

ADVERTISED IN LIFE

- **18 PUSH-BUTTONS AND KNOBS THAT WORK!**
  Modern Range design for true-scale realism and play value.
- **2 LARGE OVENS, WINDOW IN BAKING OVEN!**
  For toasting sandwiches and cookies.
- **GLEAMING CHROME HANDLES AND CLOCK-CONTROL PANEL!**
  Attractive, easy to clean for lasting beauty.
- **SIX-PIECE UTENSIL SET AND COOK BOOK INCLUDED!**
  Extra sales-appeal—everything included but the food.
- **IT COOKS! IT BAKES! IT'S SAFE!**
  Complete Underwriters' Approval means customer confidence.

TACOMA METAL PRODUCTS CO., TACOMA, WASH.

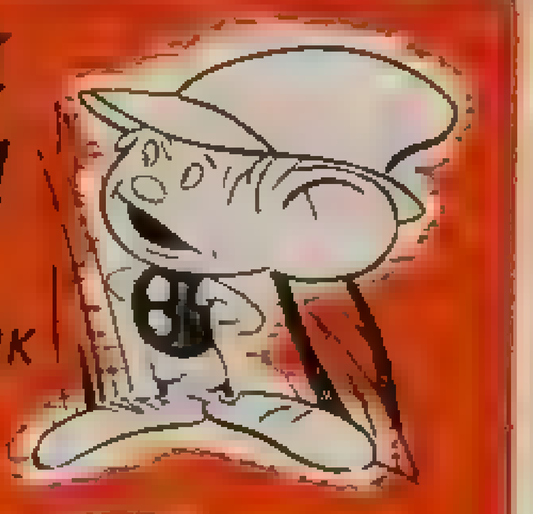
ROOM 740
NEW YORKER HOTEL

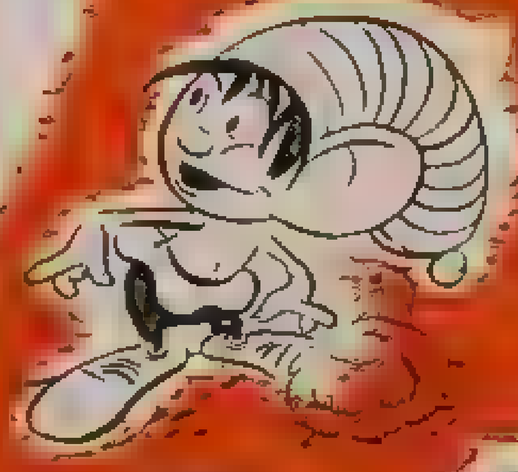
[redacted]

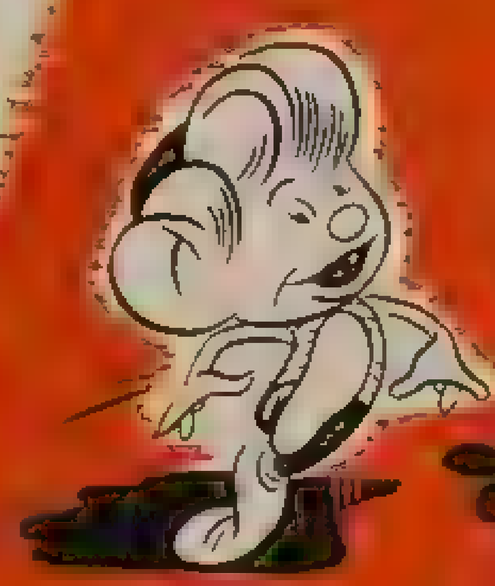
470

CAPTIVATING THE ENTIRE TOY AND NOVELTY FIELD!

The LITTLE PEOPLE of Walt Scott







HERE is the hottest **IMPULSE** item in the toy and novelty field today! A completely captivating group of pixie-like comic characters with a ready-made sales potential of millions of buyers.

THE LITTLE PEOPLE is the tremendously popular color comic page now used in more than 100 Sunday newspapers from coast to coast, including leading metropolitan centers.

THE LITTLE PEOPLE already appear in squeeze toys, games, puzzles, push-out books, comic books, plastic boats, coloring books and hand puppets—**impulse** items every parent and relative will want to take home to the youngsters. Puppet show for store merchandising available, and TV show now in preparation.

See **THE LITTLE PEOPLE** items at the Toy Fair by

Bayshore Industries
Dell Publishing Co.
Jaymar Specialty Co.
Samuel Lowe Publishing Co.
Sidal Corporation
Western Printing and Lithographing Co
Whitman Publishing Co.
F F Zimmerman Co.

For full information, write, call or see

TONI MENDEZ, Inc.

Exclusive Licensor — *Phone PLaza 7-0488*
40 West 57th Street — *New York 19, N. Y.*

THE LITTLE PEOPLE is a comic page production of the world's largest newspaper feature service

NEA SERVICE, Inc. 1200 West Third Street, Cleveland 13, Ohio

Hi-Yo Silver!

The LONE RANGER

21st *in his* 21st *year of Top Popularity*

RADIO — Highest multi-weekly evening rating in its field. Heard 3 times weekly on 249 ABC stations by 12,000,000 Lone Ranger followers.

TV — Highest weekly rating for Westerns. Now viewed on 50 television stations by a nationwide audience in excess of 5,000,000.

NEWSPAPERS — Comic strip appears in over 300 daily and Sunday newspapers.

COMIC BOOKS — Lone Ranger, Tonto and Hi-Yo Silver titles sell upwards of 2,000,000 monthly.

BOOKS — 18 Lone Ranger Books published and sold to your market.

RECORDS — Series of 6 Lone Ranger Story Records by Decca. Constantly among the top 15 Best Selling Children's Records.

The most sustained success in the Western field —The Lone Ranger—with his faithful companion Tonto, and his great horse Silver, have even greater plans for '53! For full details of this tremendous new promotion write:

TRENDLE-CAMPBELL-MEURER, INC.
28 WEST ADAMS AVENUE
DETROIT 26, MICH.

Also producers of: SERGEANT PRESTON OF THE YUKON • THE GREEN HORNET • THE AMERICAN AGENT

This
is
interest

This
is
ENTHUSIASM!

Mattel Toys

create ENTHUSIASM

Enthusiasm is interest raised to a buying pitch!

*Music

*Action

*Color

this year at the
NEW YORKER HOTEL
rooms 504-505-506-507

Mattel Incorporated

5432 WEST 102 STREET, LOS ANGELES 45 CALIF.

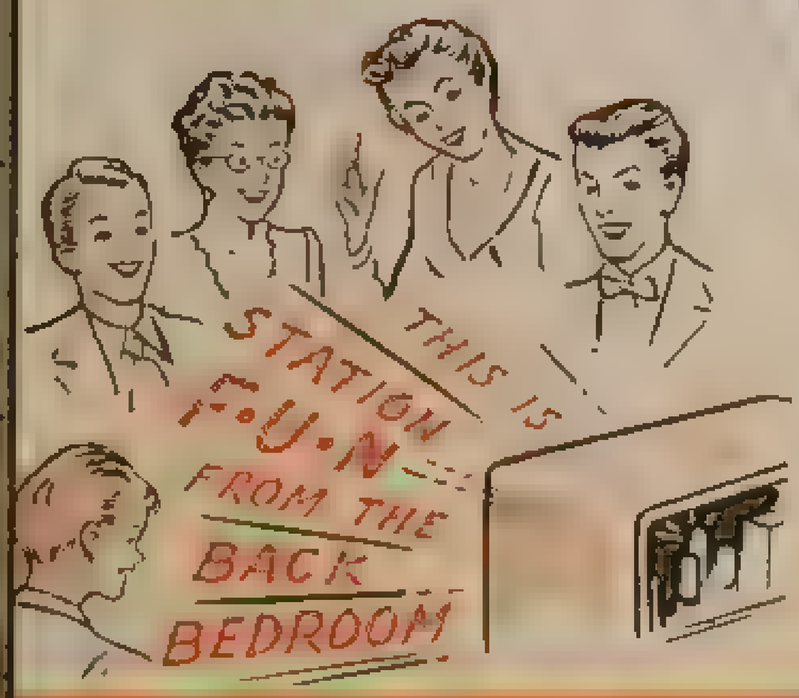
*MAC MATTEL
The Happiest Kid in Town

Magic MICRO-VOX for Fun and Voice Training

Micro-Vox transmits clearly . . . to any radio within 75 feet, with no wires connecting. Wonderful fun for parties, family gatherings, dramatics, etc., that will "come in" beautifully on *your own* radio. Real broadcast tone quality makes Micro-Vox perfect for voice training, too. Outfit includes complete elementary coaching course in breath control, tone enunciation. Also series of exciting radio scripts for junior actors. Full operating instructions with each Micro-Vox.

Complete
with BATTERIES

NOTHING LIKE IT!



PORTABLE
Watchlike Precision
Clear, Lifelike Sound
Broadcast Studio Quality

Includes
VACUUM TUBE
SWITCH • TUNER
MICROPHONE
22½ VOLT & 1½ VOLT
BATTERIES • CONDENSER
All Self Contained

MICRO-VOX Order No. 200
Size: 5½ x 5½ x 3¼
Packed individually in colorful Gift Box
16 x 12 x 2½ with lessons, scripts
12 to ctn. of 20 lbs.

Room 821 McAlpin

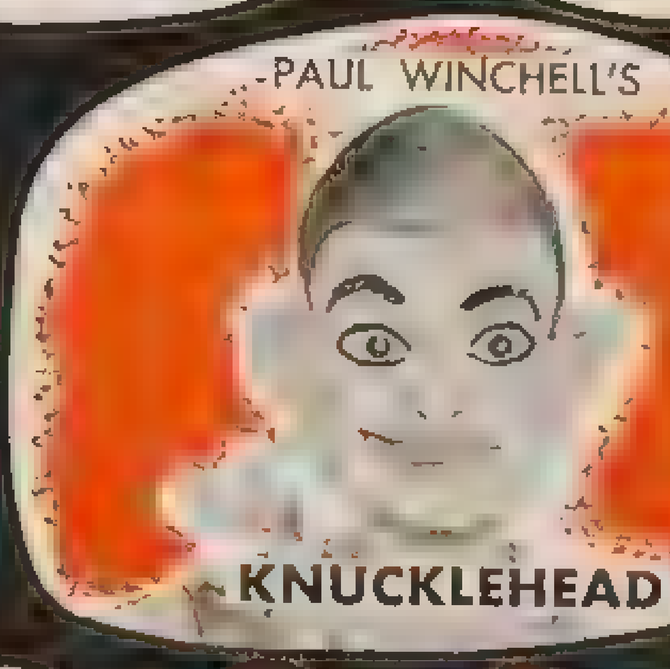
MERCURY ELECTRO-PRODUCTS

PAUL WINCHELL'S

JERRY MAHONEY

J U R O

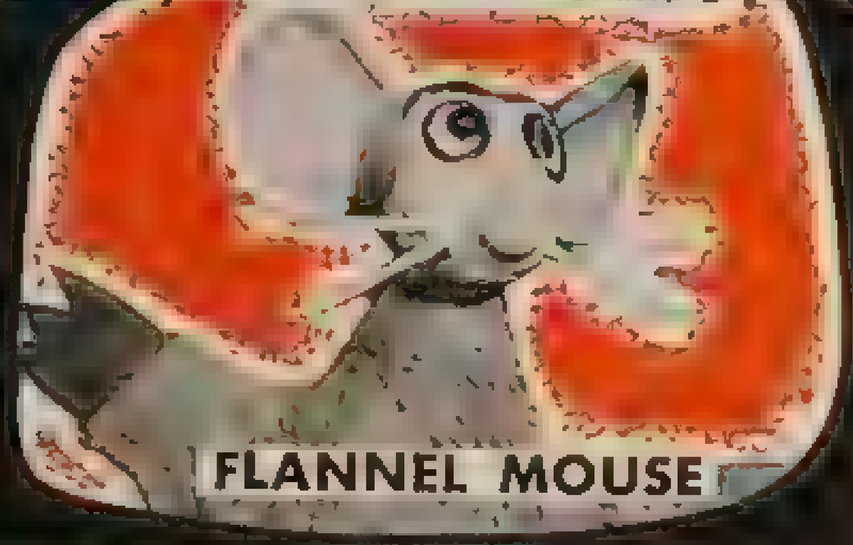
PAUL WINCHELL'S



KNUCKLEHEAD

O H A S

BIL & CORA BAIRD'S



FLANNEL MOUSE

T V 'S

BIL & CORA BAIRD'S

CHARLEMANE

T O P

AND INTRODUCING . . .

IMOGENE COCA

S T A R

Every week, millions of people are visited by this great array of top talent via TV, Personal Appearances, and Newspaper and Magazine Publicity. Never, in toy-selling history has so powerful a pre-selling job been done for you. *Sell the dolls your customers are sold on — see the Juro Celebrity Line at the Toy Fair, Rooms 1065-1067*

JURO NOVELTY COMPANY

S ! ! !

DON T FORGET TO WRITE FOR JURO'S NEW FULL-COLOR CATALOG HOT OFF THE PRESS!

Marcie Dolls
and
Donna Dolls
cordially invite you to
OPEN HOUSE
Rooms 567-569, Hotel McAlpin
New York, N Y.
Mar. 9 thru 18, 1953
Anne Dalden
I'm MARCIE
I'm DONNA
A & H DOLL MFG. CORP.
43-12 50th St., Woodside 77, N. Y.
Home of the Marcie Dolls

Make way for the melton mascot movie viewer

the first magazine loading movie viewer expressly designed for the toy trade!

without projector or screen!

RETAIL $3.95 including MAGAZINE LOAD

Complete!

real movies can be seen

★ COLORFUL
★ DURABLE
★ PROFITABLE

It's easy! Loads auto-magically! Anyone can do it! Just turn the handle—see beloved cartoons, westerns, adventure films—over and over again, needs no rewinding. Favorite for all ages. Film magazine is factory packed and sealed. Plastic—gay colors.

The Melton Movie Library now includes 20 new Walt Disney films and dozens of other favorite subjects ... cartoons, sports, westerns.

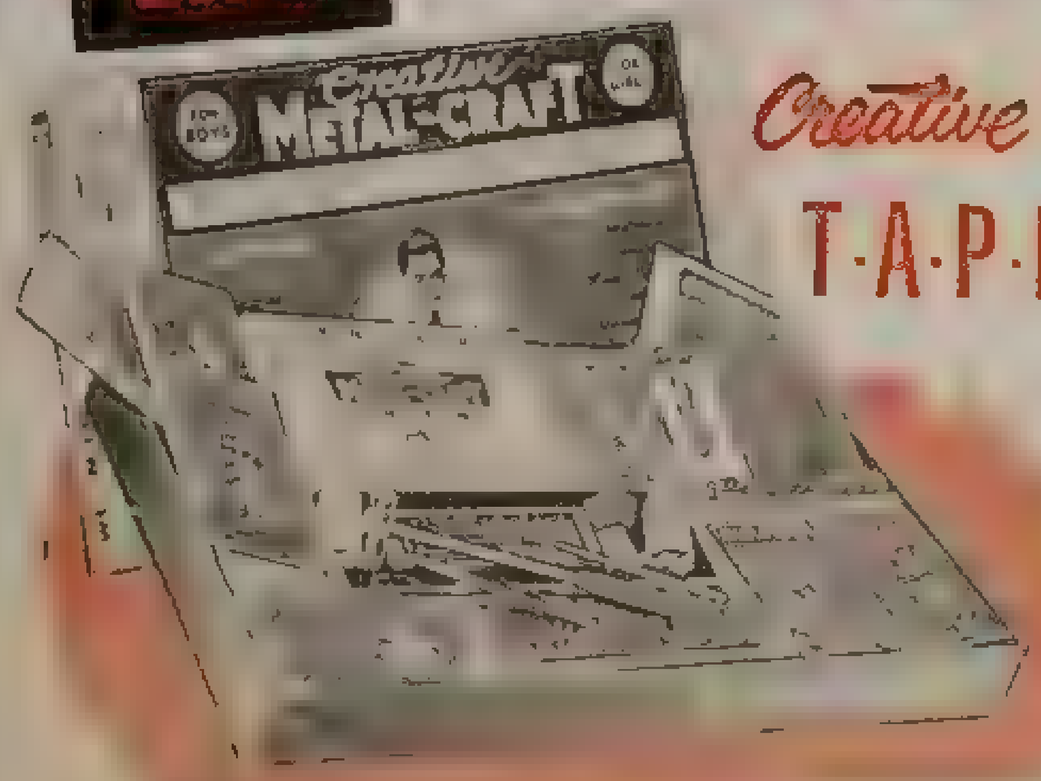
AT THE TOY FAIR
HOTEL NEW YORKER
Room 1251

melton industries
RENO, NEVADA

CARLTON DANKS "Creative Craftsys"

WILL APPEAR IN LIFE

for PROFITABLE Year-Round Sales



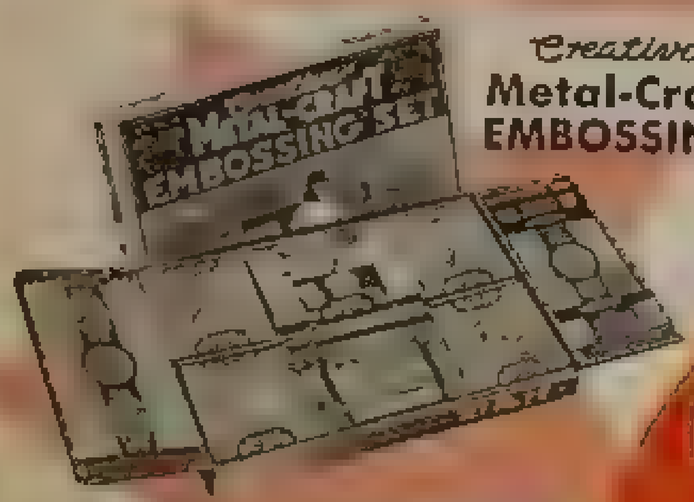
Creative METAL-CRAFT T·A·P·P·I·N·G SETS

Constructs Artistic Metal Novelties and Valuable Gifts for the Home.

ATTRACTIVELY PACKAGED IN FOUR POPULAR SIZES

No. 0-M (for the SMALL FRY)	RETAILS $ .98
No. 1-M	RETAILS $1.98
No. 2-M	RETAILS $2.98
No. 3-M	RETAILS $3.98

Each set contains a large assortment of artistically designed copper sheets, plywood mounting boards, a set of metal tapping tools, mounting nails, sanding and coloring materials, working platform and easy-to-follow instruction book.



Creative
Metal-Craft
EMBOSSING

No 1-E . RETAILS $1.98
No 2-E RETAILS $3.49

SEE US
at the
NEW YORK TOY FAIR
HOTEL McALPIN
(Room 923)

VISIT OUR COMPLETE YEAR-ROUND DISPLAY
at our NEW YORK SHOWROOMS
200 Fifth Avenue (Room 532)
MURRAY K. RICHSTONE

Creative
TOYMAKER

for the SMALL FRY
Makes Many Delightful ACTION Toys!

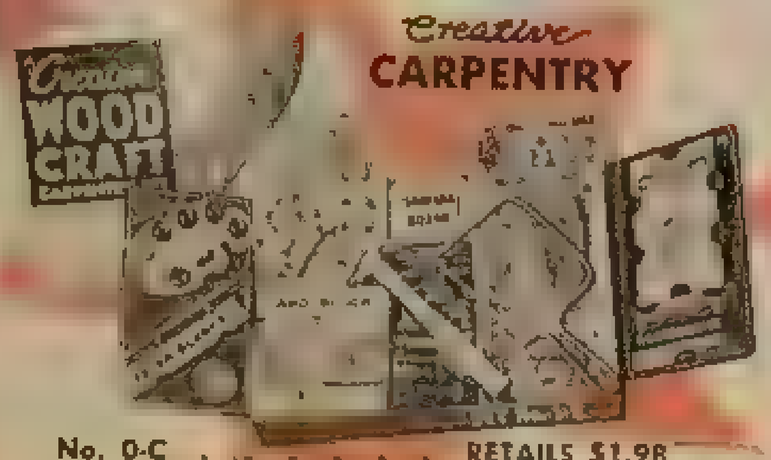
No. 1-T RETAILS $1.49

Creative
WOOD-TAPPING

No 1-WT . RETAILS $1.98

Write today for full information about this FAST-SELLING LINE!

Creative
CARPENTRY



No. 0-C . . . . . RETAILS $1.98
No. 1-C . . . . . RETAILS $2.98

Creative
LEATHER-CRAFT

No. 0-L . . RETAILS $ .98
No. 1-L . . RETAILS $1.98

HANDICRAFT CREATORS, INC.

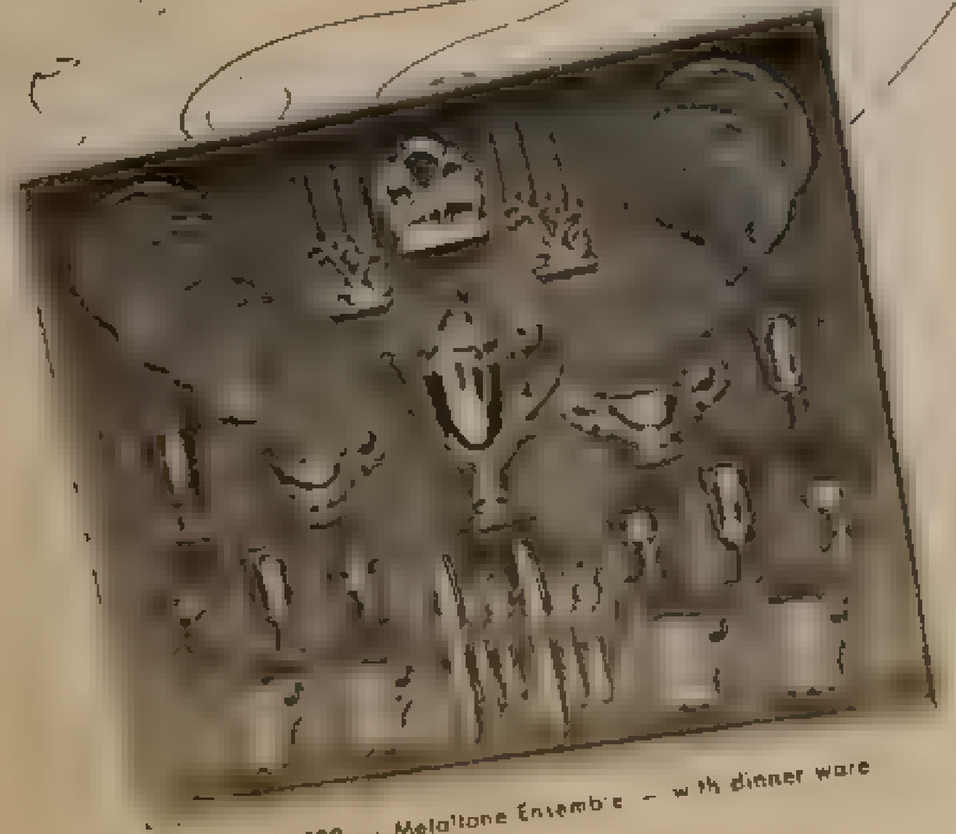
WE'RE PROUD OF

Metaltone

still the finest!

#1280
Tableware Set

#1235 — Heirloom Set



#3500 — Metaltone Ensemble — with dinner ware

Modest though we are . . .
we can't restrain our pride in
our own ingenuity. Our exclusive
Metaltone process is proven superior.
Our new line reflects this
superiority in the wonderful Metaltone
lustre which imparts a new tempting
brightness to Banner Products. Highly
serviceable, Metaltone is a
gleaming finish that stays on!
Our new Metaltone line will add brilliance to
your counters and your sales figures!

[illegible] featured in our
#[illegible] — Metaltone Fa[illegible] Ensemble
#9[illegible] — Metaltone Choo-Choo-Rama
#[illegible] — Metaltone Glitter Chest
#[illegible] — Metaltone Napkin Set

Banner PLASTICS CORPORATION

80 Beckwith Ave., Paterson 3, N. J. • Permanent N. Y. Showroom: 200 Fifth Ave., Rm. 513

COMMENDED PARENTS MAGAZINE

REPRESENTATIVES

Mid-Atlantic and New England Jerome Messinger New York City N Y
Midwest James Cavanagh Oak Park Illinois
Southern Brown Eday [illegible] appointed M & M Building Memphis Tenn
Western A H Greenburg [illegible] So Maple Ave Los Angeles 5 Calif
Banner Export Company Walter Kraemer, New York City N Y
Dominion of Canada Frank E Lucas Toronto, Ont

[redacted]

FUN FOR EVERY AGE

The right game for the right age
from the Milton Bradley workshop

Shop here for the classic [illegible] Each Milton Bradley game is [illegible] for its particular age group. And it's so [illegible] so much fun it brings happiness and perfect [illegible] Christmas, but for months to come.

[illegible] Milton Bradley [illegible] and games priced from [illegible] down to the Milton Bradley [illegible] Department or Sporting Goods [illegible]

AGE 3 to 9

[illegible] on the right and [illegible] game which is played [illegible]

[illegible] game based on [illegible]

CANDY LAND

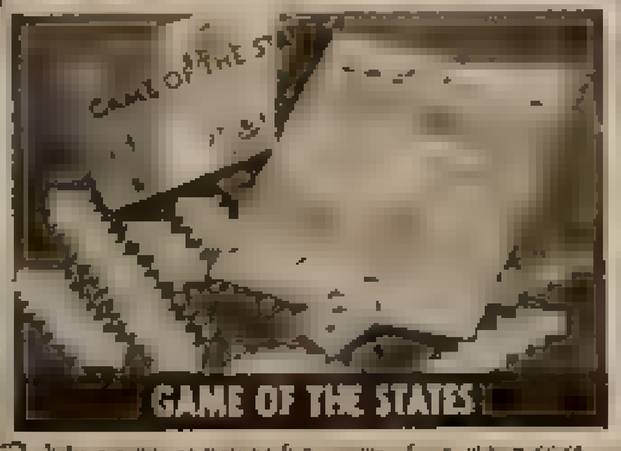
[illegible]

HOWDY DOODY GAME

[illegible]

AGE 6 to 12

[illegible] game [illegible] of the world [illegible] pirate [illegible] favor [illegible]



[illegible] the [illegible] and pressure from [illegible]

PARK AND SHOP

[illegible]

SENIOR COMBINATION BOARD

[illegible]

FAMILY GAMES

[illegible]

[illegible]

SPOTS

[illegible]

WORD WISE

[illegible]

MILTON BRADLEY COMPANY, SPRINGFIELD 2, MASSACHUSETTS

Makers of famous CRAYRITE Crayons

GAMES AS ADVERTISED IN **LIFE** MAY BE [illegible]

[redacted]

it's

profit

round-up

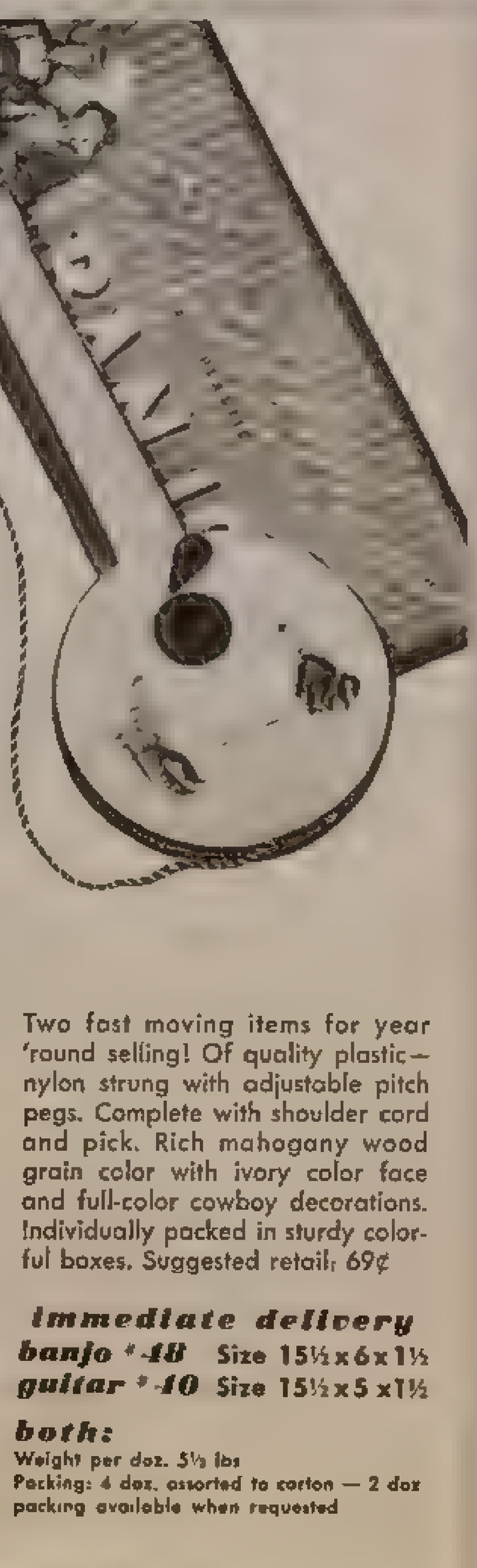
time!!

with Carnival

NYLON STRUNG

MUSIC

TOYS



Two fast moving items for year 'round selling! Of quality plastic—nylon strung with adjustable pitch pegs. Complete with shoulder cord and pick. Rich mahogany wood grain color with ivory color face and full-color cowboy decorations. Individually packed in sturdy colorful boxes. Suggested retail: 69¢

Immediate delivery

banjo #48 Size 15½x6x1½

guitar #40 Size 15½x5x1½

both:

Weight per doz. 5½ lbs

Packing: 4 doz. assorted to carton — 2 doz packing available when requested

See us
at the Toy Fair
HOTEL NEW YORKER
Rooms 1261 and 1262

Carnival

TOY MFG. CORP.

150 Bruckner Blvd., New York 54, N.Y.

[redacted]

466

today as in 1872

Schoenhut

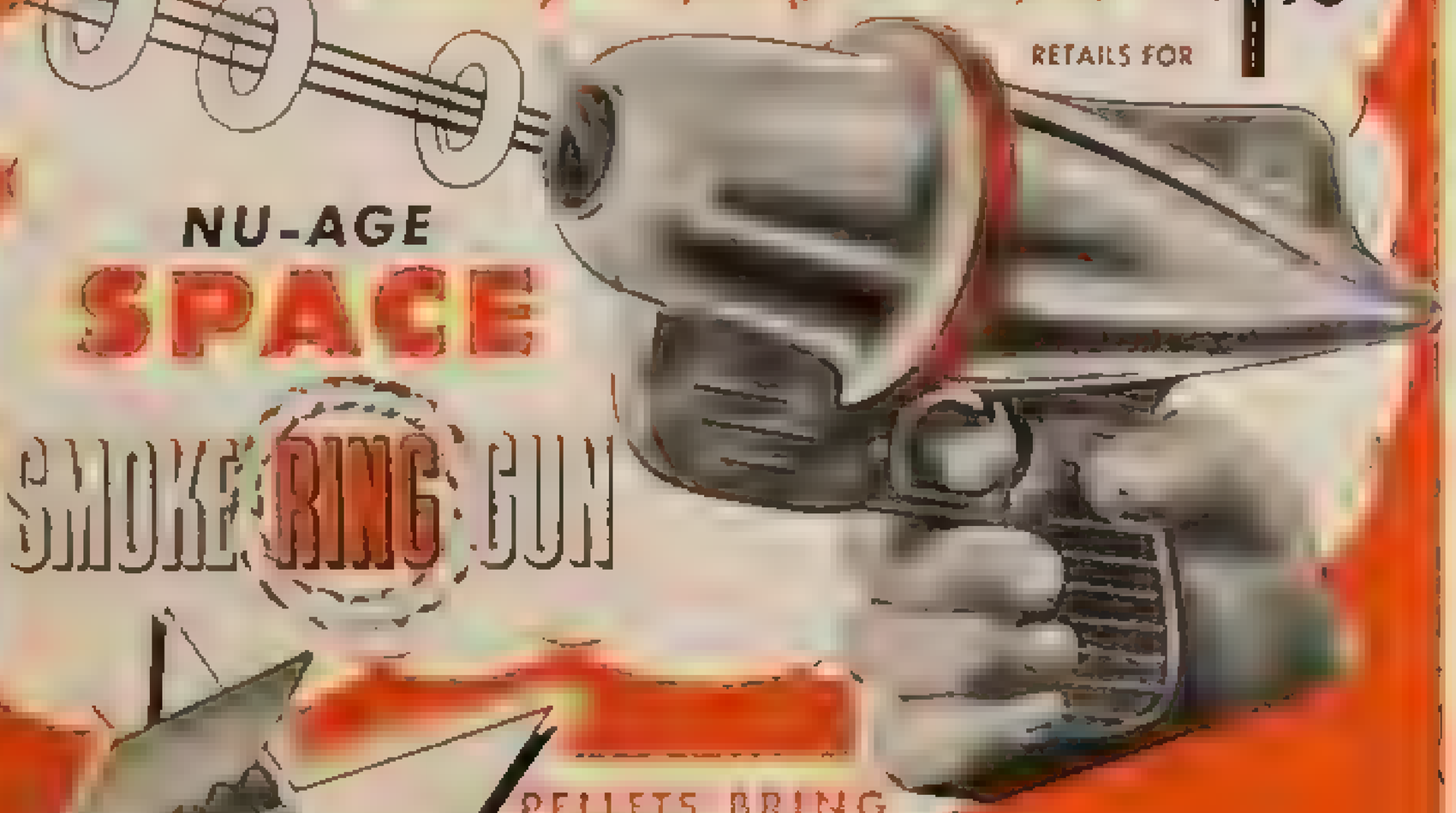
is the world's hallmark of highest quality in toy pianos. We observe this 81st anniversary with profound appreciation of our responsibility to you: to maintain our level of leadership through peerless instruments, yours to present pridefully to the American public.

O. SCHOENHUT, inc.
2046 E. CASTOR AVE. · PHILA. 34, PA.
MOSELEY & ABRAHAMS
200 FIFTH AVE. · NEW YORK 10, N. Y.

THE SPACE GUN FOR THE SPACE YEAR

Shoot your profits way up!

$1.98 RETAILS FOR



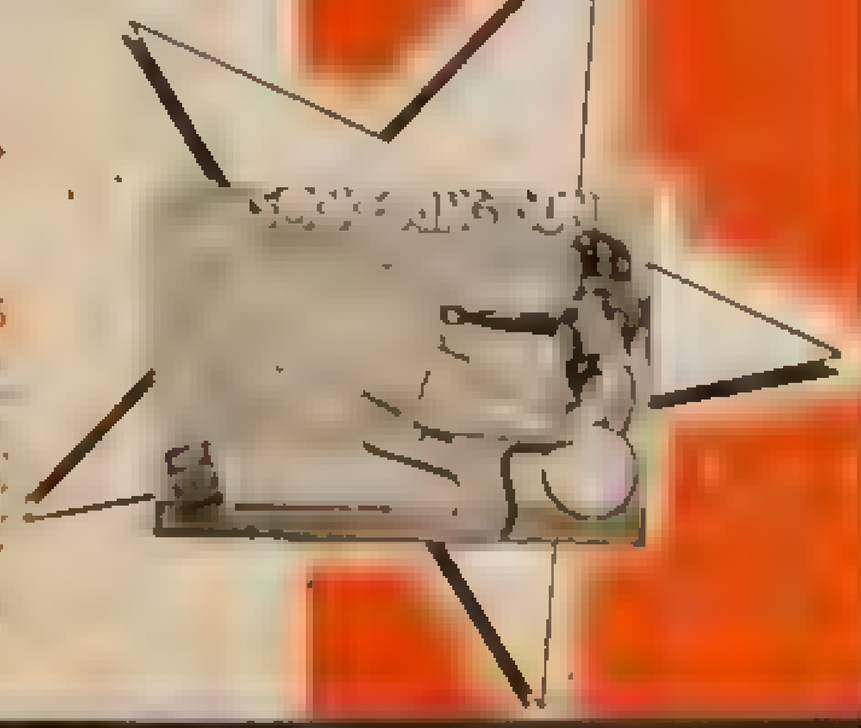
NU-AGE

SPACE

SMOKE RING GUN

PELLETS BRING REPEAT SALES

BOOK OF PELLETS 5¢ RETAIL



SALES AIDS HELP BOOST SALES

HENRY KATZ
ROOM 540
200 FIFTH AVENUE
NEW YORK 10 N Y

NU-AGE PRODUCTS CO., INC.

BEVERLY HILLS, CALIF.

FIRST
BEST
BIGGEST
PLASTIC BLOCK CITY

NEW!

TINKERTOYS IN COLOR!

See them

Color is absolutely harmless!
All Tinkertoy rods are now finished in brilliant red—a government-certified, pure food color guaranteed absolutely harmless

New exciting sales appeal...faster profits for you

COLOR . . . just one more step in our greatly expanded program of merchandising and advertising to make 1953 your biggest Tinkertoy year of them all.

Anticipating your early orders we are enlarging our manufacturing and warehousing facilities.

Welcome to our rebuilt display rooms at 200 Fifth Avenue, New York, Suite 454. We look forward especially to your visit during the Toy Fair.

[redacted] Division of

A. G. Spalding & Bros. Inc.

807 Greenwood St., Evanston, Ill.

1. New COLOR appeal
2. New, fascinating model designs
3. New National Advertising
4. New – Tinkertoys are now backed by the tremendous resources and technical skills of SPALDING, world leader in recreational products.
5. Five Sizes – a Tinkertoy set for every age and price bracket

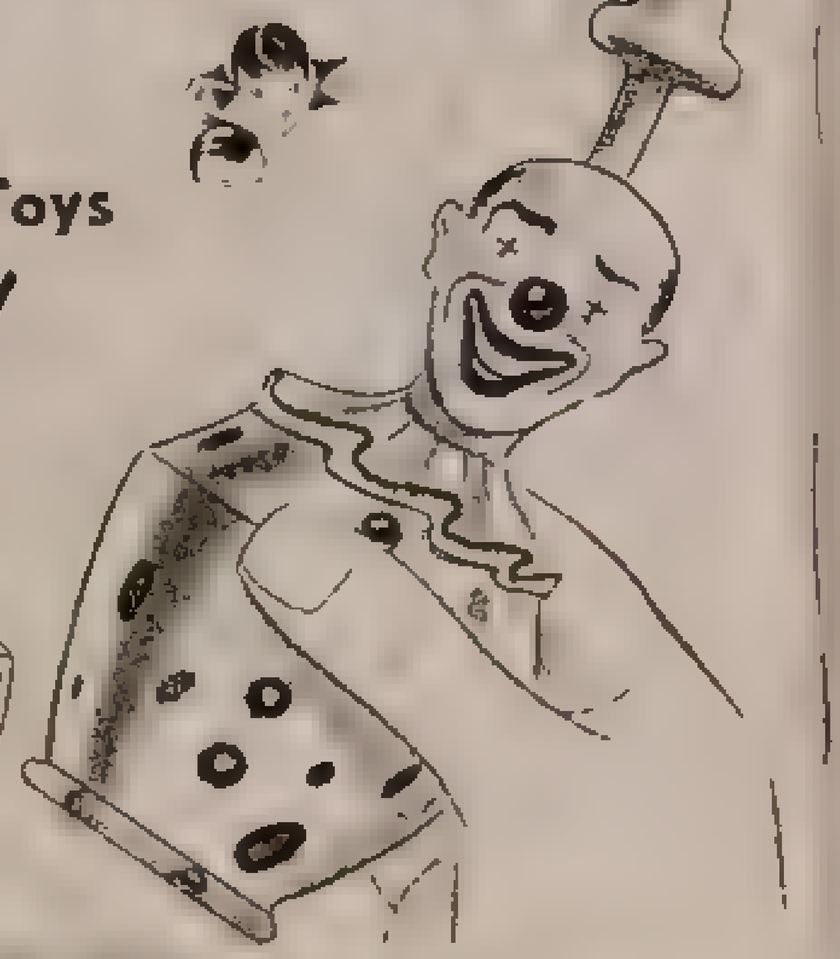
MEET "POPO THE CLOWN"

The latest addition to our line of Animated Toys

A NATURAL SELLER!

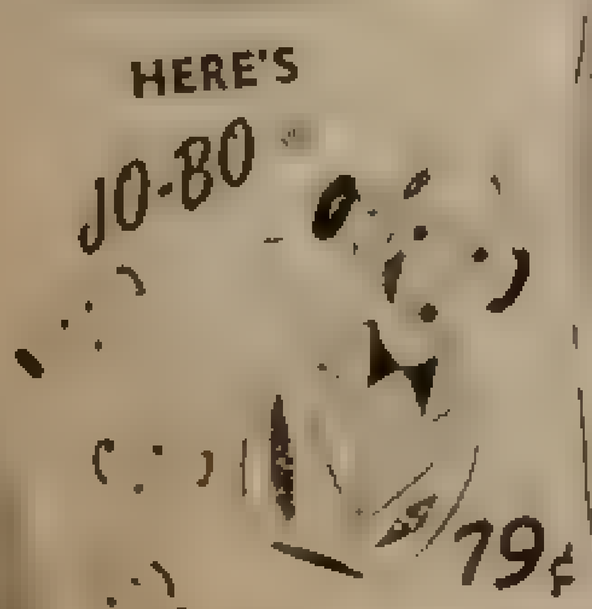
Delights Kids of all ages. Squeeze him Watch him pop his hat

only 89¢ RETAIL



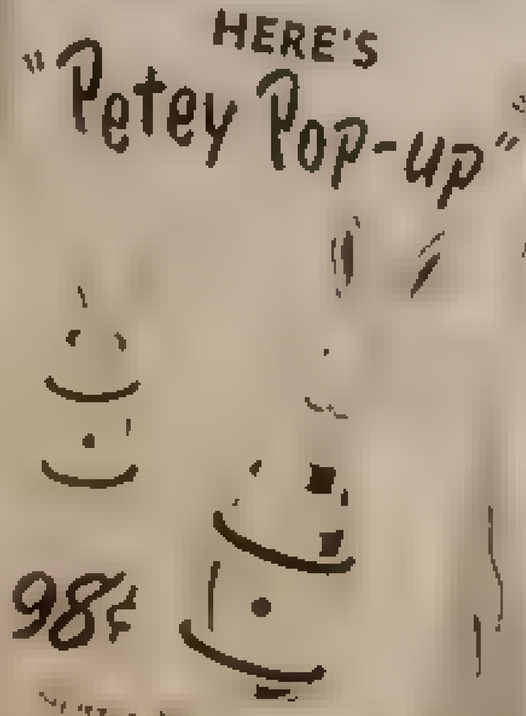
PATENTED

HERE'S JO-BO



79¢

HERE'S "Petey Pop-up"



98¢

HERE'S Sonny the bunny

$1.00

All of these ACTION TOYS are made of wonder soft latex colorfully treated with self vulcanizing paints. All fast colors. Absolutely safe for kiddies

Packed individually, also dozen to a box, and in cartons of 3, 6, or 12 dozen

Write today for further details

BLAKE INDUSTRIES, Inc.

Manufacturer

128 Tremont Street, Boston 8, Mass.

New York office:

Herald Mass Sales Agency

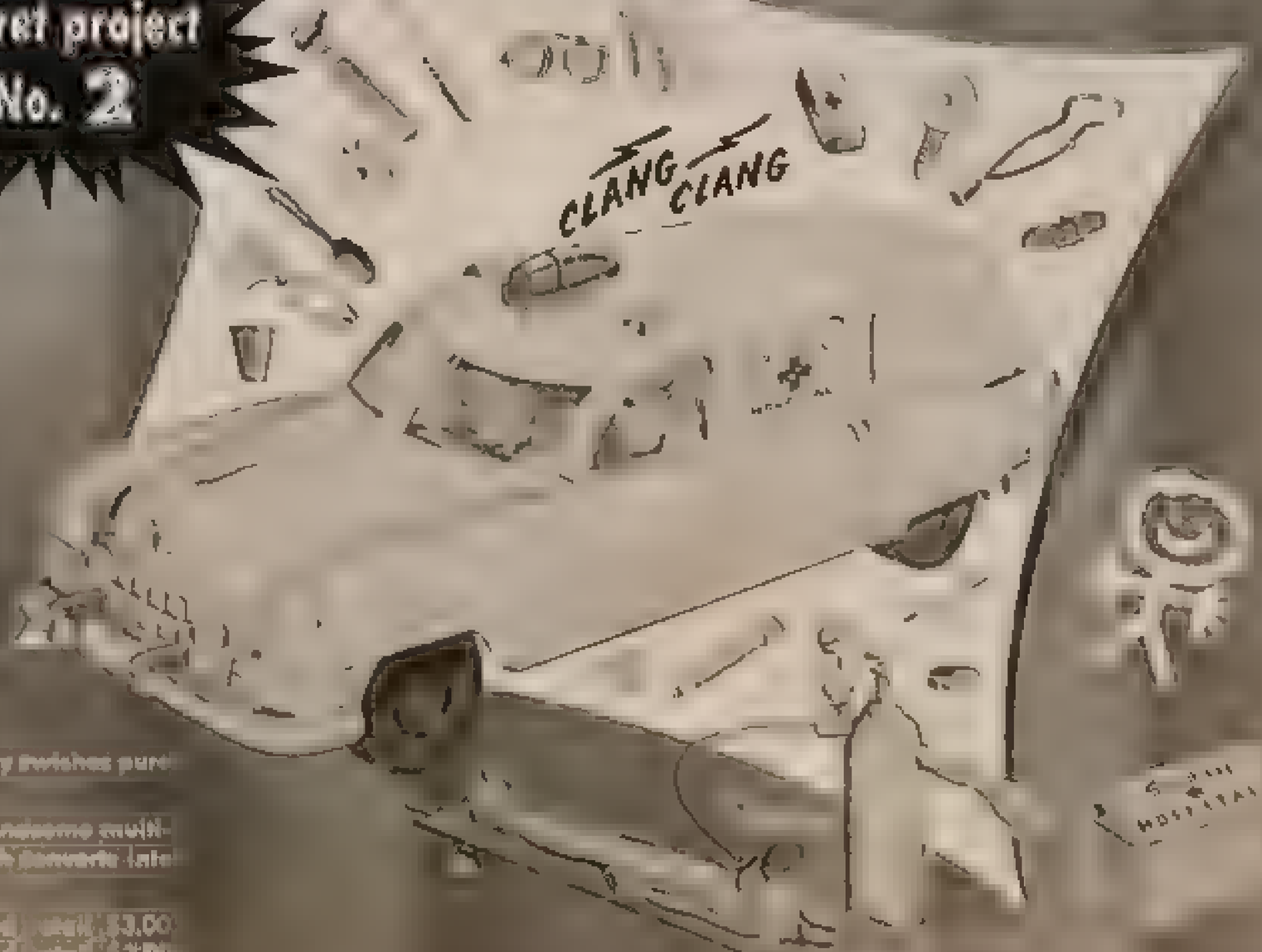
32 Park Hill Circle, Stakes Island 7, N. Y.

SEE OUR NEW TOYS AT HOTEL MALAY ROOM 745

"D" day is HERE at pressman

secret project No. 1

secret project No. 2



Pressman Pioneers ...

"small fry"

Doctor Set and Nurse Set

Featuring the new Fully Equipped 15" Plastic Clanging Ambulance

Once Again, Pressman is first with something entirely new in Doctor and Nurse sets. Our new ambulance comes with a complete assortment of over 30 medical and first aid accessories, including the new Pressman Oxygen Tank that really switches pure air to revive "dead patients"!

Each ambulance is packaged in a handsome multi-color corrugated display carton, which converts into a hospital (as shown at right).

No. 3394 for Boys ... Suggested retail $3.00
No. 3396 for Girls ... Suggested retail $3.00

American Dental Association

No. 398 for Boys Suggested retail $3.00
No. 398 for Boys Suggested retail $1.50
No. 3399 for Girls Suggested retail $3.00
No. 1-599 for Girls Suggested retail $1.50

THIS IS IT ... PRESSMAN DOCTOR SETS ...

pressman toy corp. 1107 broadway, new york 10, n. y.

Radar Raider

PREMIER
WATER GUNS
GUARANTEED
100%
WATER
TESTED

98c

2500
SHOT
AUTOMATIC REPEATING
WATER
MACHINE GUN

18 INCHES LONG!
HI-VELOCITY PUMP
SHOOTS 40 FEET!
REMOVABLE METAL NOZZLE
STAINLESS STEEL SPRINGS

COLORS Metallic, Black and Red Plastic.
Packed 1 dozen to display box 6 dozen to shipping carton
Weight 35 lbs.

PREMIER *plastics company*
905 ATLANTIC AVE., BROOKLYN 38, N. Y.
New York Showrooms, 200 FIFTH AVE., N.Y.C.

Radar Raider

98c

2500 SHOT AUTOMATIC REPEATING WATER MACHINE GUN

18 INCHES LONG!
HI-VELOCITY PUMP
SHOOTS 40 FEET!
REMOVABLE METAL NOZZLE
STAINLESS STEEL SPRINGS

COLORS: Metallic, Black and Red Plastic.
Packed 1 dozen to display box. 6 dozen to shipping carton.
Weight: 35 lbs

PREMIER *plastics company*

905 ATLANTIC AVE., BROOKLYN 38, N. Y.
New York Showrooms 200 FIFTH AVE., N.Y C.

THE NEW White Stallion

LARGE BOUNCING SPRING HORSE

CLINTON
RICH TOYS
IOWA

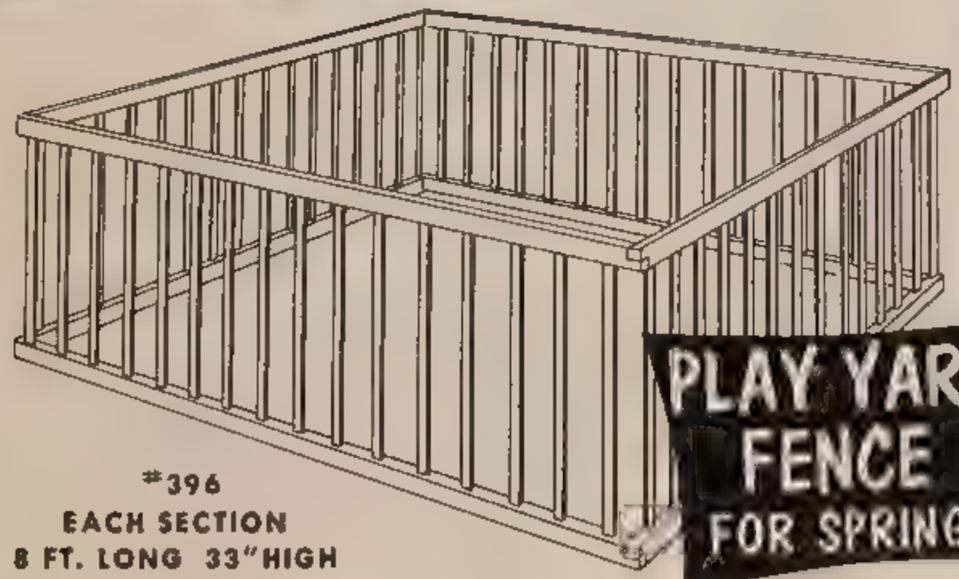
#378

AND
THE PONY
BOUNDING
SPRING HORSE

#380

#381

BOUNCE-A-WAY
WITH MOULDED HEAD



#396
EACH SECTION
8 FT. LONG 33" HIGH

PLAY YARD
FENCE
FOR SPRING

safe
durable
adjustable

Perfectly Balanced...
Shoe Protecting Rocket Caps...
Sturdy Springs of Highest Quality Steel...
Adjustable for Perfect Fit to Shoe...
For all children ages 6-12...
Rubber Shock Bumpers...

Individually Boxed
Complete Shipping Carton
Sturdy Retail Display

Lohmer, INC.

12120 WAGNER ST
CULVER CITY, CALIF

THE NEW White Stallion
LARGE
BOUNCING SPRING HORSE

CLINTON
RICH TOYS
IOWA

#378

AND
THE PONY
BOUNCING
SPRING HORSE

#380

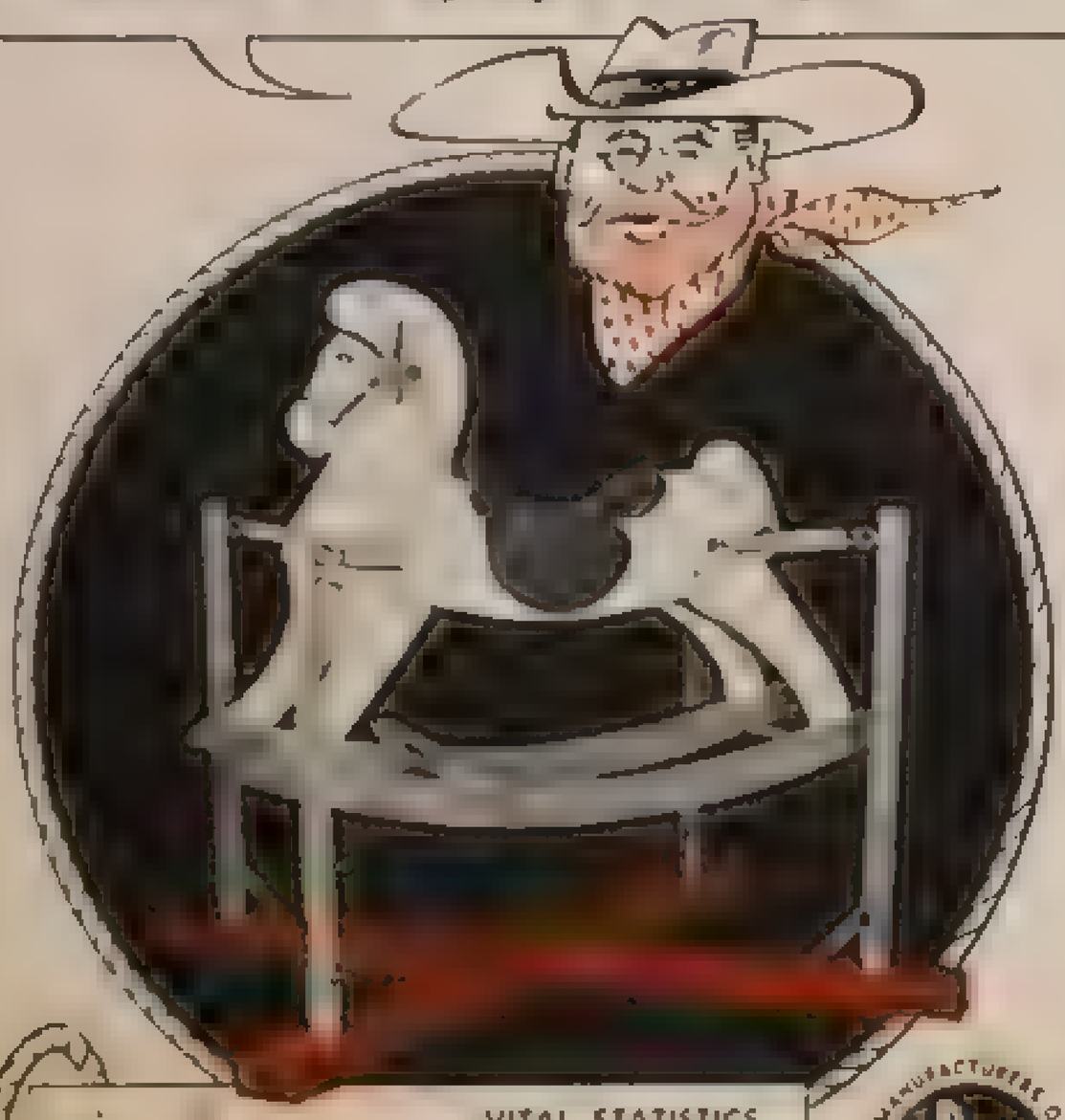
#381

BOUNCE-A-WAY
WITH MOULDED HEAD

#396
EACH SECTION
8 FT. LONG 33" HIGH

PLAY YARD
FENCE
FOR SPRING

SADDLE THIS NEW HOSS AND STRIKE IT RICH!



VITAL STATISTICS

See Us At The TOY FAIR — MARCH 9-15
COMBAL Room 540 — HOTEL NEW YORKER

Moulded Products
MAPLE PLAIN
MINNESOTA
IN CANADA: BRUCE STAMPED & CO. LTD. Montreal 16 Quebec

DOUGHBOY SALES MEETING IN NEW YORK

Sales Force to be Made Familiar With the Various New Items for 1954

Sales representatives from

Every junior cowpoke
wants the
official
ROY ROGERS
and
DALE EVANS
Holster
Sets!

during the
TOY FAIR
on display at
HOTEL McALPIN
Rooms 945-947

•

visit our new
PERMANENT SHOWROOM
200 FIFTH AVE., RM. 317

Classy
PRODUCTS CORPORATION

FACTORY AND MAIN OFFICE
38-25 54TH ST., WOODSIDE 77, L.I., N.Y.
DEFENDER 5-6200

260

Bayshore's NEW LINE . . .

Sculptured Rubber Squeeze Toys

FOR '53 . . . SEE PARLOR G
HOTEL NEW YORKER

"LUCKY"
The Duck
#356 PLIOFILM BAG
#387 ACETATE

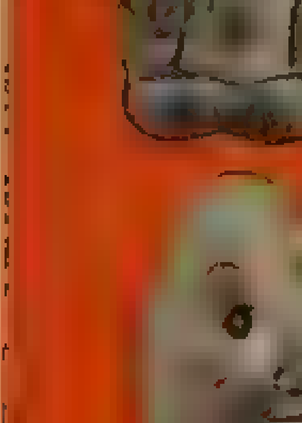
"KATIE"
The Kitten
#366 PLIOFILM BAG
#385 ACETATE CYLINDER

"BOUNCY"
The Rabbit
#355 PLIOFILM BAG
#386 ACETATE CYLINDER

"FLUFF"
The Lamb
#367 PLIOFILM BAG
#384 ACETATE CYLINDER

49¢ RETAILER

THINGS TO SEE IN PARLOR G
- QUALITY BALLOONS
- RUBBER MASKS
- SQUEEZE TOYS
- RUBBER PUPPETS
- RUBBER NOVELTIES
- RUBBER BENDIES



"HUMPTY DUMPTY"
The Egg
#357 PLIOFILM BAG
#388 ACETATE CYLINDER

"CUDDLES"
The Doll
#380 PLIOFILM BAG
#383 ACETATE CYLINDER

"CHUBBY"
The Elephant
#360 PLIOFILM BAGS
#381 ACETATE CYLINDER

"WHISKERS"
The Dog
#361 PLIOFILM BAG
#382 ACETATE CYLINDER

MANY NEW SURPRISES FOR 1953 — SEE BAYSHORE'S COMPLETE NEW LINE OF HALLOWE'EN MASKS — SOMETHING ENTIRELY DIFFERENT IN QUALITY RUBBER MASKS . . .

SEE US AT THE TOY SHOW . . . 4th FLOOR AT THE NEW YORKER

BAYSHORE INDUSTRIES, INC.

ELKTON, MARYLAND, U. S. A.

[redacted]

287

The producers of THE LONE RANGER make available for merchandise licenses another Smash Hit Show with wide juvenile appeal!

- **RADIO** *Fourteen years. 434 Mutual Broadcasting System stations carry this top-rated show twice each week. Sponsored by Quaker Oats Co.*
- **COMIC BOOKS** *by Dell Publishing Co.*
- **COLORING BOOKS** *by Whitman Publishing Co.*
- **PHONOGRAPH RECORDS** *by Decca Records, Inc.*
- **PUZZLES** *by The Milton Bradley Co*
- **HOLSTERS** *by Esquire Novelty Co*
- **FLASHLIGHTS** *by U. S. Electric Mfg. Co.*
- **PLAYSUITS** *by Herman Iskin & Co., Inc*
- **SCHOOL BAGS** *by National Leather Mfg. Co.*
- **BADGES, PIN BUTTONS** *by Charles M Geraghty Co., Inc*

The same thoroughgoing policy which has made *The Lone Ranger* the most remarkable *sustained* merchandising success in America . . . now will be devoted to another proven favorite! *Sergeant Preston of the Yukon* and his wonder dog "*Yukon King*" are natural merchandise tie-ins! A number of select manufacturers have already applied for and received merchandise licenses . . . a limited number are still available. For complete details write:

TRENDLE-CAMPBELL-MEURER, INC.
28 WEST ADAMS AVENUE
DETROIT 26, MICH.

Also producers of
THE LONE RANGER • THE GREEN HORNET
THE AMERICAN AGENT

[redacted]

SEW UP YOUR SALES!!

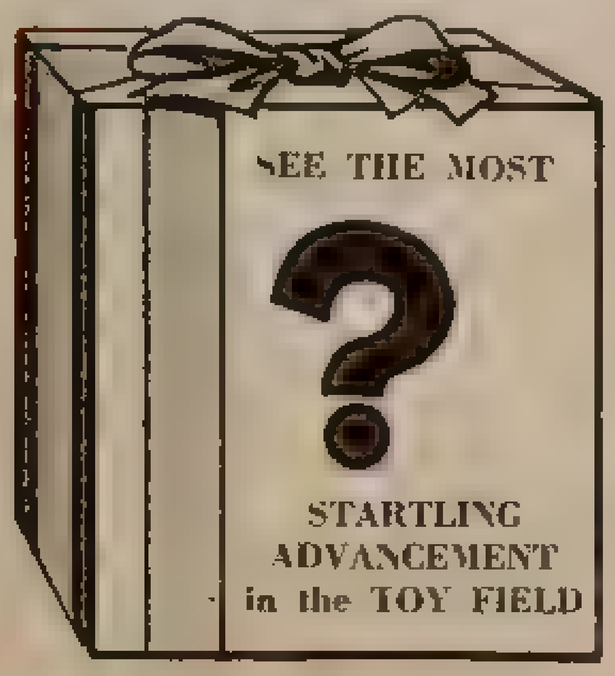
with

SEW-O-MATIC SEWING MACHINES

in

Attractively Packaged

Three-Color Folding Box



ON DISPLAY DURING TOY FAIR

AT

HOTEL McALPIN ROOM 412 March 9th to 18th, inclusive	1107 BROADWAY ROOM 405 Permanent Showroom

WE WILL ALSO FEATURE MANY OTHER FAST SELLING TOYS AND NOVELTIES

JUMP ROPES

- METAL COWBOY and INDIAN SETS
- METAL FIGURE SETS
- MECHANICAL TOYS
- PAINT SETS
- DOLLS
- XMAS TREE ORNAMENTS
- MUSICAL INSTRUMENTS

F. J. STRAUSS CO., INC. 110 E. 16th BROADWAY NEW YORK 3, N. Y.

SALES OFFICES

WEST COAST: PHIL EISNER & ASSO., Bendix Bldg., Room 518, 1260 S. Maple Ave., Los Angeles, California

MOUNTAIN STATES: THE MOUNTAIN STATES SALES CO., 623 Mining Exchange Bldg., Denver, Colorado—157 Motor Avenue Salt Lake City, Utah—15 E. Jackson, Phoenix Arizona

CANADA: F. J. STRAUSS CO., Dutton Corp., Ltd., 7 Wilby Crescent, Toronto 15, Canada

[redacted]

495

3-DIMENSIONAL
SHIP MODELS
All parts die-cut for
10 ships—in one book
for only $1.50

FIRST TIME

Ever offered to the general Toy Trade!

Amazing Values

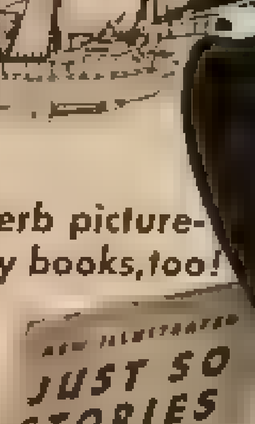
3-DIMENSION DIE-CUT MODEL BOOKS
ACTION-PLAY KITS • POPULAR FUN BOOKS

Sales-Proved

IN HUNDREDS OF STORES!

FLYING MODELS
Big book with
die-cut parts
for 17 models
—only $1.50

Superb picture-
story books, too!



$1.25 Each
REAL BOOKS—
Fastest-selling
educational ser-
ies in America!

Big Action-Play
Kits—$1 Each

WE PAY delivery
WE PAY for ads you run
WE PROTECT you from markdowns
It will pay YOU to get all the facts!

TOY FAIR HEADQUARTERS
ROOM 1275
NEW YORKER

5-foot-long
Activity scenes
with punch-outs—50¢ each

GARDEN CITY BOOKS WRITE FOR FULL INFORMATION
DEPT. P, T.. 575 Madison Ave., New York 22, N.Y.

302

The SILVER EAGLE *Soars Again*

RIDE THE NORTH-WEST *PROFIT TRAIL!*

YOUR products can be dynamically marketed with those of such famous firms as:

- Aero-Bocker Knitting Mills, Inc.
- Milton Bradley Co
- Celanese Corp. of America
- Graton and Knight Co.
- Norwich Knitting Co.
- Samuel Lowe Co.

YOU will be in good company when you tie in with this unexploited drama of the Canadian North-West and its rich new sales potential!

UP TO THE TOP BRACKET of all multi-weekly evening radio shows in record time. The Silver Eagle has captured the loyalty of 10 million kids.

New Style **of Licensee Promotion**— The Silver Eagle and Joe Bideaux get out and sell for you in the fastest-rising, most dramatic sales-producing plan in the history of "Kids' Hero" merchandising

Write, wire, phone today for all the details!

Jewell **PRODUCTIONS** DEPT. L, 185 NORTH WABASH AVE. • CHICAGO 1, ILL.

CLEVELAND • Phone: MAin 1-7822
CHICAGO • Phone: FInancial 6-4474
LOS ANGELES • Phone: HIllside 7511

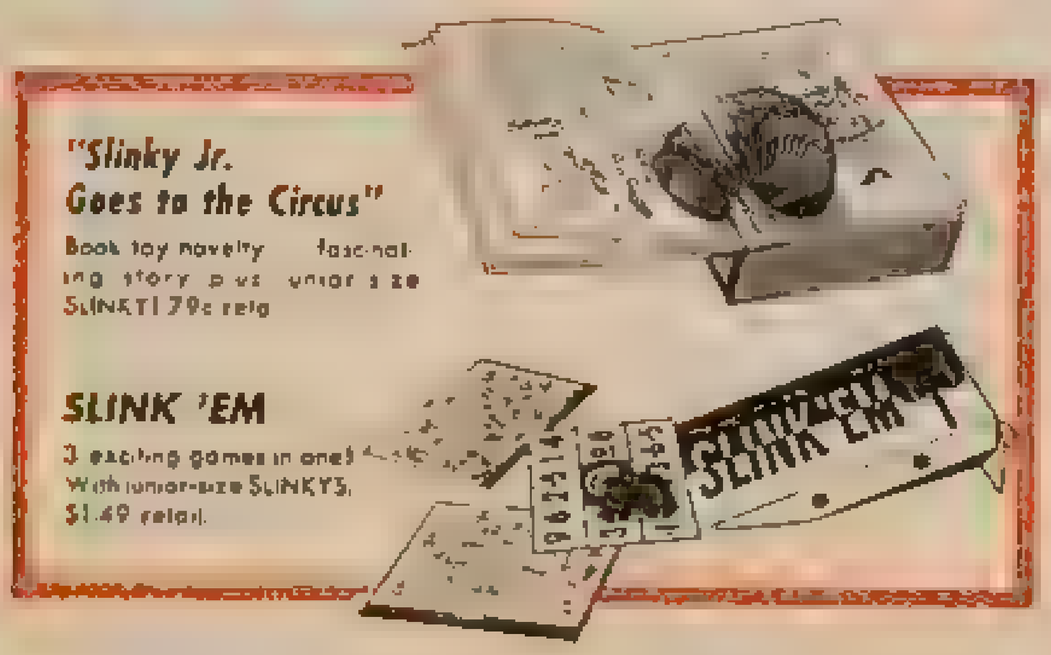
453

Slinky . . . the famous . . . the original walking spring toy is *nationally advertised* . . . a year-round favorite!

Retails for only $1.00

You'll sell more this year than ever before . . .
so order SLINKY *now!*

See the other Slinky Toys



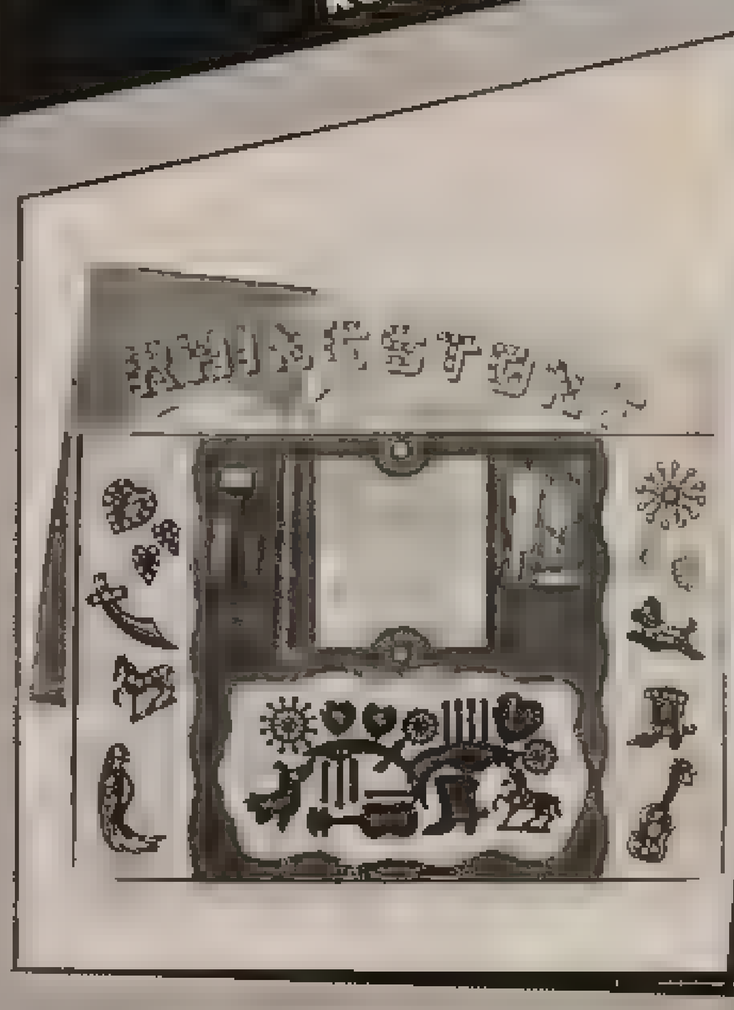
JAMES INDUSTRIES, INC.
359 E. Madison Avenue • Clifton Heights, Pa.

REPRESENTATIVES: West: Ward Francis, Terminal Sales Bldg., Seattle 1, and 527 W. 7th St., Los Angeles. Mountains: W. E. Bergstrom Sales Co. Exchange Bldg., Denver. Midwest: Walter & Arthur Kranzian, 209 S. State St. Chicago. East: Murray Gilbert Room 521, 200 Fifth Ave., New York 10. James Industries, Clifton Heights (Phila.), Pa. South: R. F. Rothrock & Sons, 238 N. Avalon St., Memphis.

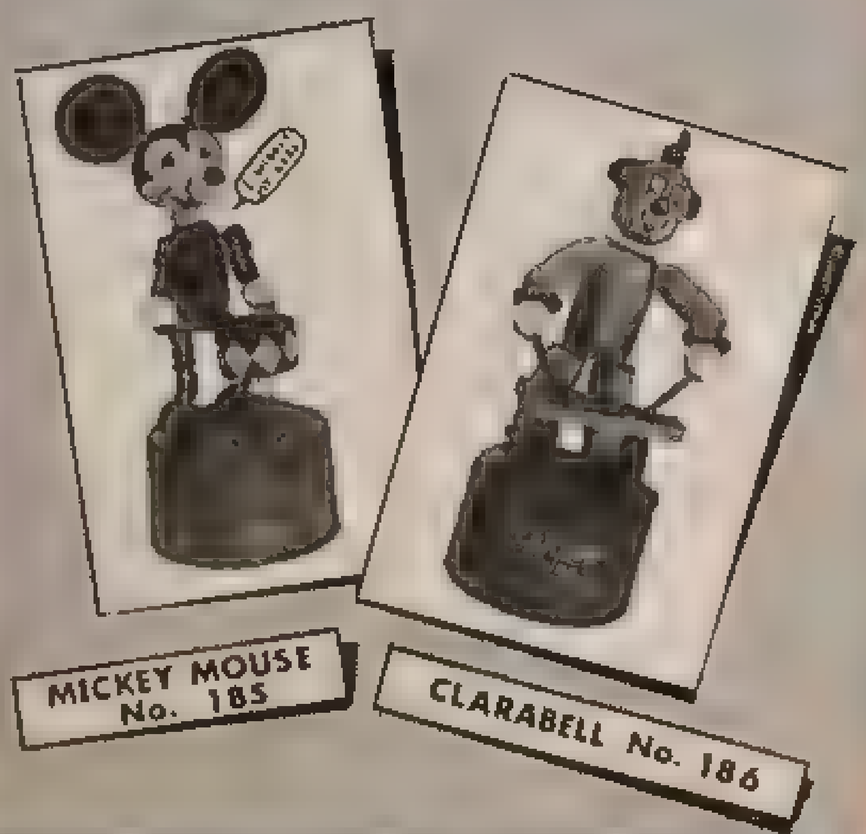
SEE

KOHNER BROS.

HOTEL McALPIN
ROOM 754



RHINESTONE CRAFT No 205



MICKEY MOUSE
No. 185

CLARABELL No. 186

KOHNER BROS.
155 WOOSTER ST.
NEW YORK 12 N. Y. ORegon 4-7570

No. 500

TWO WAY

ELECTRONIC WALKIE TALKIES

$3.95

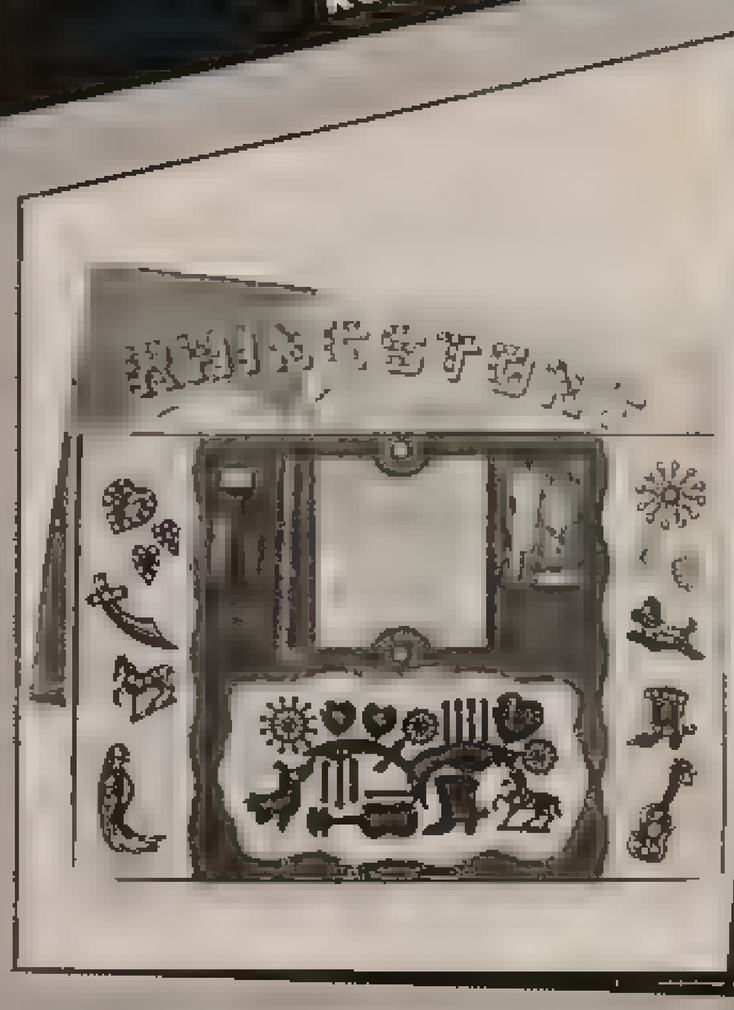
ORDER EARLY
SEE YOUR JOBBER
NOW!

513

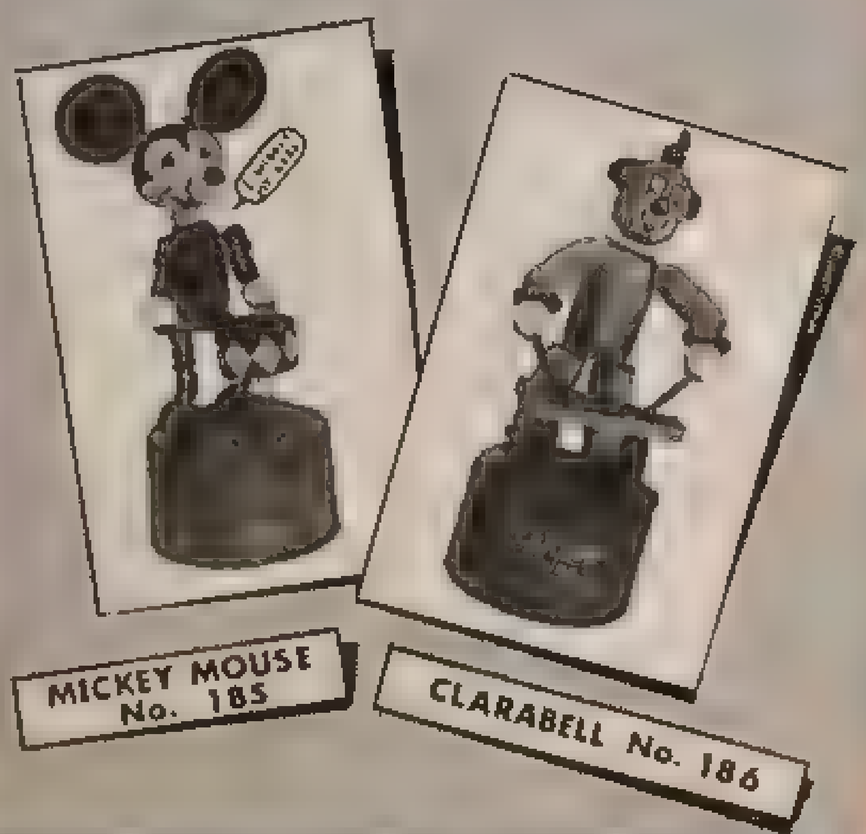
SEE

KOHNER BROS.

HOTEL McALPIN
ROOM 754



RHINESTONE CRAFT No 205



MICKEY MOUSE
No. 185

CLARABELL No. 186

KOHNER BROS.
155 WOOSTER ST.
NEW YORK 12 N. Y. ORegon 4-7570

No. 500

TWO WAY

ELECTRONIC WALKIE TALKIES

$3.95

ORDER EARLY
SEE YOUR JOBBER
NOW!

513

For over 100 years . . .

KIRCHHOF

Life of The Party

PRODUCTS

. . . has been manufacturing the most sturdy, attractively lithographed Noise-makers in Carnival and Hallowe'en designs of the greatest varieties and assortments.

KIRCHHOF Leads in the production of noisemakers for all occasions . . .

Whistles, Crickets, Horns, Etc.

Room 456 Hotel McAlpin

Toy Show—March 9 to 18

EST. 1852

The KIRCHHOF PATENT CO., Inc.

Metal Toys • Novelties • Advertising Specialties

38 - 44 UNION STREET (DIETZ BLDG.) NEWARK, N. J.

ORDER EARLY

SEE YOUR JOBBER

NOW!

511

ROCKET TO VOLUME SALES WITH

FEATURING

STURDY STEEL CONSTRUCTION

COLORFUL LITHOGRAPHED DECORATION

PLASTIC SPACE SHIPS

INDIVIDUALLY PACKED IN ILLUSTRATED BOX

PRICE ONLY

79¢

Suggested RETAIL

Slightly higher in the West

NEW

PLAY FEATURE

ALLOWS ALL PLAYERS TO COMPETE SIMULTANEOUSLY

REALISTIC • EXCITING

In playing Space Race each player drives his or her own ship in an effort to reach a distant planet first. . . . Novel scoring gives hours of fun for young and old.

Packed 2 dozen per carton. Approximate Weight 25 lbs.

Sales Representatives

[redacted]

ALAMAC INDUSTRIES

322 ATLANTIC AVENUE Telephone: ULster 5-3922 BROOKLYN, 1, N. Y.

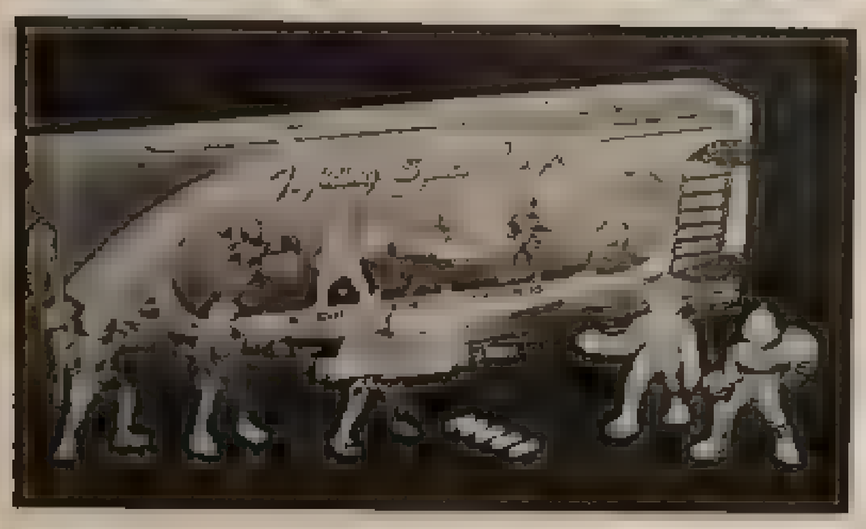
[redacted]

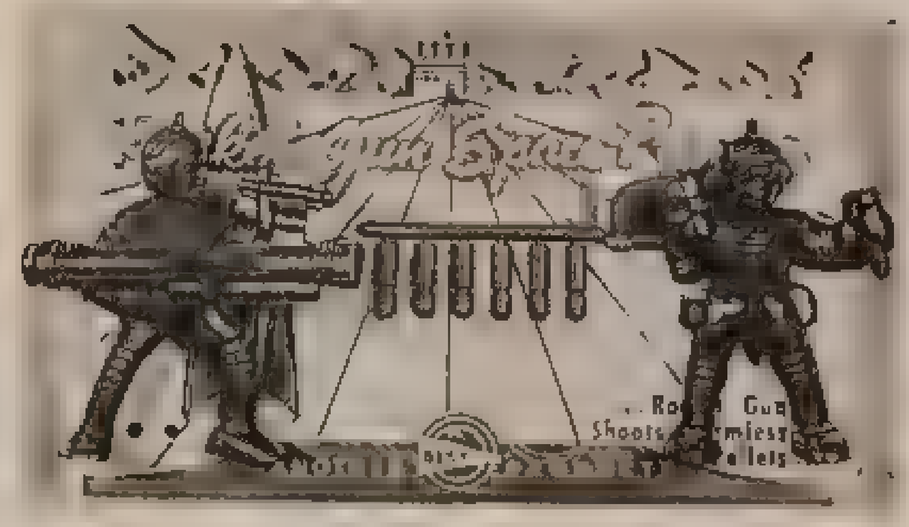
IT'S A SELL-OUT!

BECAUSE THERE'S

ACTION-ACTION-ACTION

IN THESE NEW "BEST" SELLING SENSATIONS





FIGHTING SPACE RANGERS

No. 305

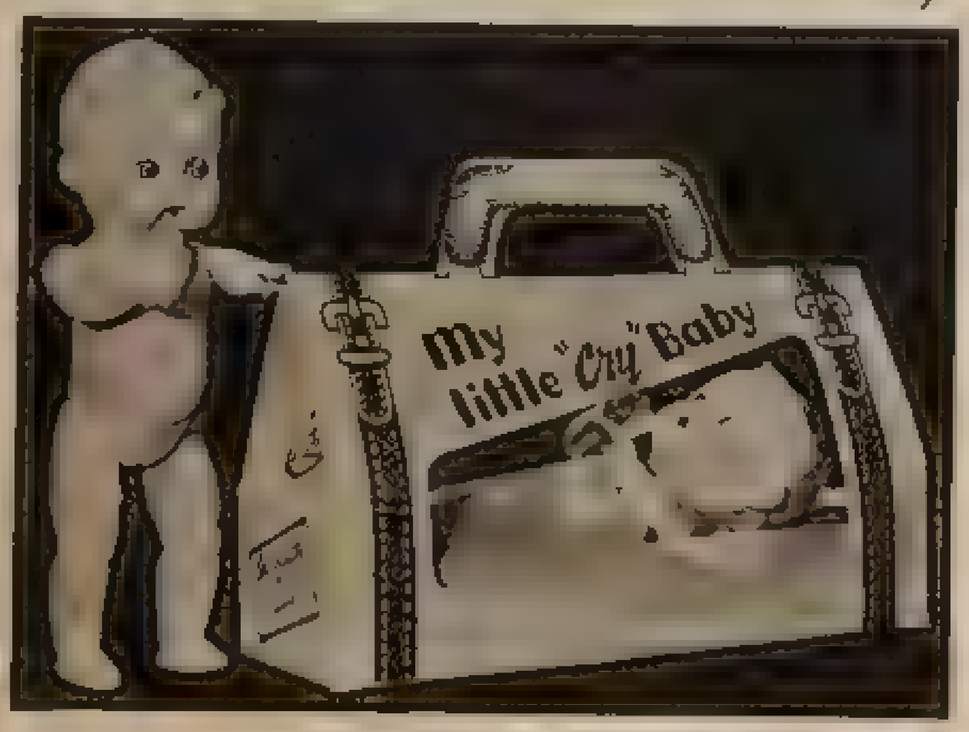
AN ACTION TOY and GAME

A space action Toy and Game with Rocket Launcher that shoots harmless plastic pellets. Packed in beautiful full color box 4½' x 15' x 1¾", containing 4 space men 3 high, 1 Rocket Launcher and 6 Pellets. All made of brilliant colored plastic. Comes in assorted colors of Reds, Greens, Yellows and Blues.

ROCKET GUNNER with SPACE RANGER

No. 302

A space action Toy with Rocket Launcher that shoots harmless Pellets, also Space Man 3' high. Made of colorful plastic and mounted on full color card 7½' x 4½" with 6 plastic Pellets. Comes in assorted colors of Reds, Greens, Yellows and Blues.



MY LITTLE "CRY" BABY

SHE "CRIES"—SHE "DRINKS"—SHE "SLEEPS"
SHE "TRAVELS"

She also Sits, Stands, Has Movable Eyes, Movable Legs, Movable Arms. Move Bottle away from mouth Baby Cries, spank left hand she cries again. Packed in colorful Boston Style Bag with acetate window. Dolls' cuddle nest doubles as Rocker. Doll 7½ long Boston Bag 8½ long x 6½ high x 3½ deep.

Representatives

Ted Kollman, 1020 S. Maple Room 9 Los Angeles Ca
Leo H. Hughes 710 Rogers Road Columbus Oh
James H. Paschall P.O. Box 8084 Dallas Texas
C. J. Keefer 1 Montague St. Brooklyn N. Y.

SEE THE COMPLETE "BEST" LINE of
PARTY FAVORS, NOTIONS, TOYS and NOVELTY items . . .
at the TOY FAIR — Room 852, Hotel New Yorker

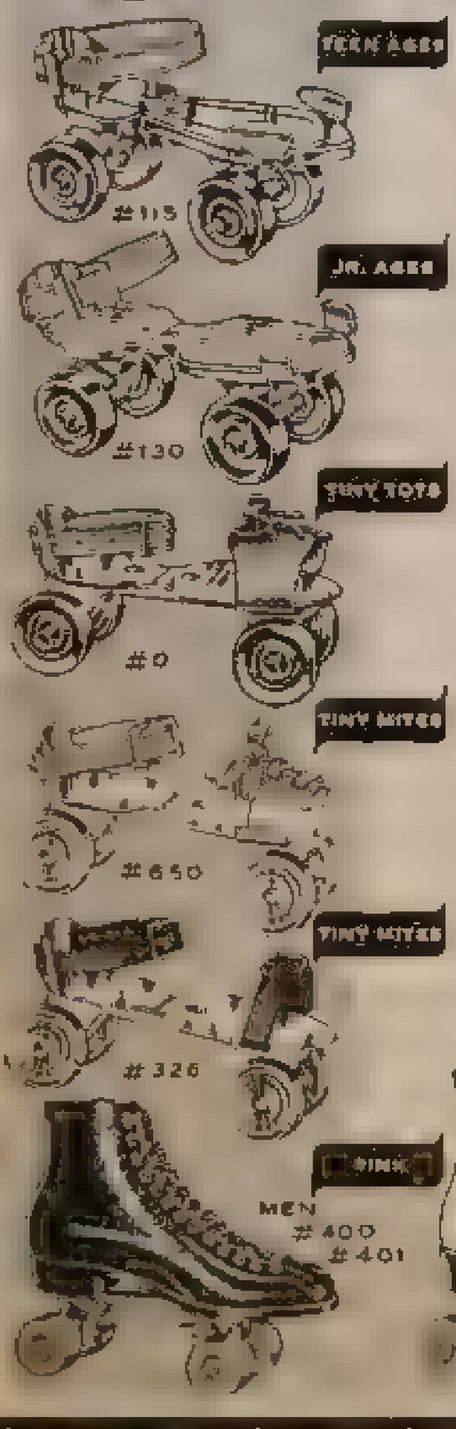
INQUIRIES INVITED FOR THE "BEST" LINE IN TOYS, NOTIONS, PARTY FAVORS

Best Plastics Corporation

5014 - 11TH AVENUE
BROOKLYN 19, N. Y.
TELEPHONE GEDNEY 5-3130

KINGSTON
ROLLER SKATES

First
IN THE POPULAR
PRICE MARKET!



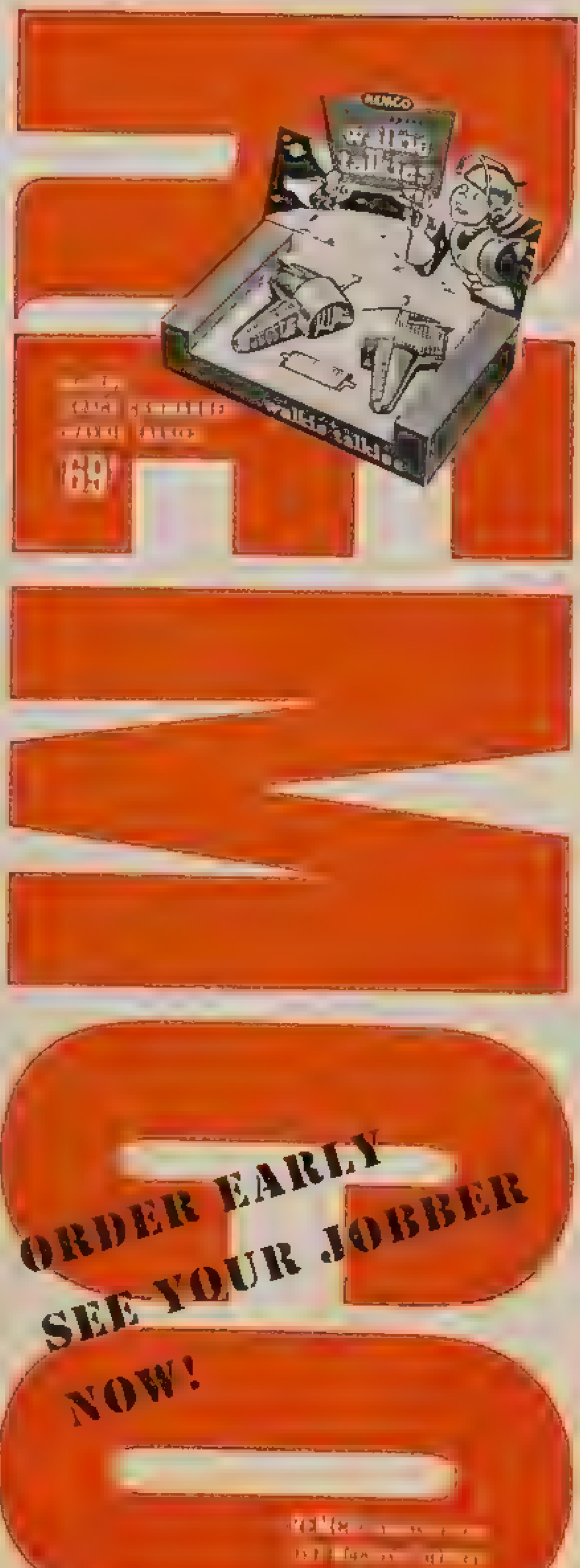
THE
MOST COMPLETE LINE
OF QUALITY BUILT
ROLLER SKATES
ALLOWS DEALERS
AN ATTRACTIVE
MARGIN OF PROFITS

Write for
Complete Information
and Illustrated Literature

SALES OFFICES

- New York 10, 200 Fifth Ave. Bldg Room 205—Phone: CHelsea 3-2059
- Chicago 4, 209 S. State St. Room 1821—Phone: Webster 9-5-44
- Cincinnati 8, 121 Mich. Ave. Phone: East 4[illegible]
- Omaha 1, 1315 N. 42nd St. Phone: Kenwood 4274
- Atlanta 3, 70 Houston St. N. E. Phone: Cypress 4[illegible]
- Los Angeles 5, [illegible] W. 8th Place Phone: Richmond 2471
- Seattle 7, 2810 W. Mallard St. Phone: Hemlock 2426
- Export Office, 2 E. 8th St. New York [illegible]—Phone: Oregon 3-8200
- Canada: Montreal 4442 Sherbrooke St. W.

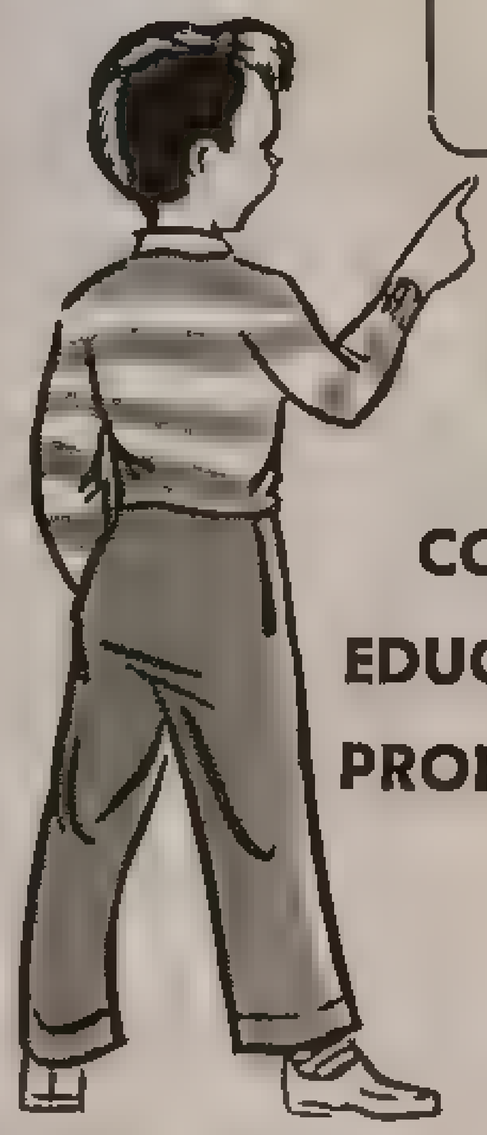
KINGSTON PRODUCTS CORPORATION
HARDWARE DIVISION P-Z
Kokomo, Indiana, U.S.A.



ORDER EARLY
SEE YOUR JOBBER
NOW!

Don't Forget

MAKIT TOY



COLORFUL
EDUCATIONAL
PROFIT-MAKER

The WOOD CONSTRUCTION TOY

of Quality

•

• *EYE APPEAL*
• *SALES APPEAL*

PRIMARY MAKIT
93 Pieces

SUPER MAKIT
183 Pieces

JUMBO MAKIT
292 Pieces

•

W. R. BENJAMIN CO.
GRANITE CITY, ILLINOIS

ORDER EARLY
SEE YOUR JOBBER
NOW!

505

NEW SPORT SPECIAL

3 TOYS IN ONE

Perfect year round impulse sales. A fast vacation mover. The boat alone actually floats. Red car, brown trailer and white boat. All of sturdy, shock resistant plastic. Car and trailer equipped with rubber tires. 19¾" assembled.

JAGUAR

Shoots sparks from rear

High speed friction motor

Hood lifts up showing simulated motor

Shock-resistant red plastic

9" long. Attractive package

DUMP TRACTOR

Scale model of road construction earth mover

Sturdy plastic, red body, yellow dump bed, white operator mounted on yellow work swivel. Rubber tires. Overall dimensions: 9½" long

Super SEARCH LIGHT FIRE TRUCK

Strong beam for simulated exciting night fires.

Complete with battery, bulb and on-and-off switch. Search light and adjustable ladder mounted on swivel base. 12" long. Individually boxed

POLICE SQUAD AND RESCUE CAR

SUPER FIRE TRUCK

OTHER SALES-PROVEN ITEMS IN THE SAUNDERS LINE

The Police Rescue and Squad Cars and the Super Fire Truck both with loud sirens and friction motors

AIRCRAFT CARRIER — HOT ROD — STOCK CAR

The Aircraft Carrier that launches jet planes

The ever popular Hot Rod and Stock Car with HOPPED-UP friction motors

Saunders TOOL and DIE CO. ★ Aurora, Illinois

FIRST with the NEWEST on WHEELS

Buyers in the Know...

SEE

STAHLWOOD

at the Show!

Don't miss the latest in plastic rattles and novelties, crib and floating bath toys, educational toys and games.

Rooms

867-869

•

HOTEL

McALPIN

SALESMEN

STAHLWOOD TOY MFG. CO., Inc.

601 West 50th St. • New York 19, N. Y.

WEST COAST SHOWROOM: JALOF & LEWIS
1206 SOUTH MAPLES • LOS ANGELES, CALIF

PLASTIC PLAYTHINGS
Division of Stahlwood Toy Mfg. Co., Inc.
White Plains, N. Y.

StromBecKer INVITES YOU TO

STOP

AT ROOM 540, 200 FIFTH AVE.
N. Y. C.

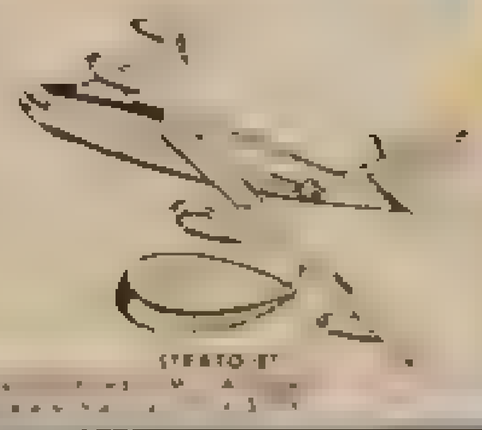
LOOK at the complete StromBecKer line

BILL DING with Clown Blocks

ZOO-APART • TrainAPART • Circus TrainAPART

SOLID SCALE MODEL ASSEMBLY KITS. . . Planes, Ships, Trains

Trackless Wood Trains



LISTEN to what toy and hobby dealers, and your own kit customers, are enthusiastically saying about

The new StromBecKer Model-Makers Club

StromBecKer INVITES YOU TO

STOP

AT ROOM 540, 200 FIFTH AVE.
N. Y. C.

LOOK at the complete StromBecKer line

BILL DING with Clown Blocks
ZOO-APART • TrainAPART • Circus TrainAPART
SOLID SCALE MODEL ASSEMBLY KITS. . . *Planes, Ships, Trains*
Trackless Wood Trains

STRATOJET—
Newest StromBecker model introduced at M. I. A. Show
Complete with display stand $ .79

LISTEN to what toy and hobby dealers, and your own kit customers, are enthusiastically saying about

The new StromBecKer Model-Makers Club

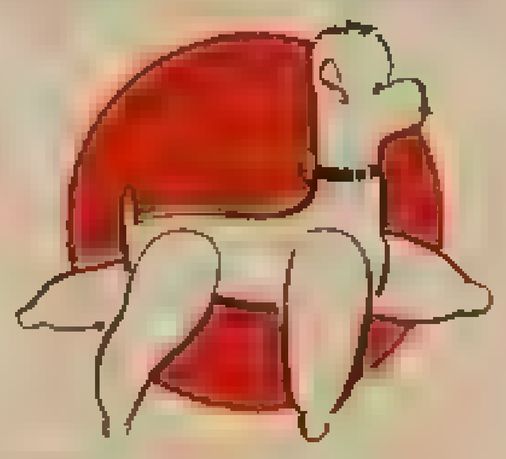
Tie in with the red-hot Club Plan that puts you way out in front . . . boosts kit sales . . . and keeps 'em coming!

16-Page PICTURE BOOK in full colors, included in Club Plan. Get full details from us or from your jobber!

Strombeck-Becker Mfg. Co., Moline, Illinois

THE ARISTOCRAT

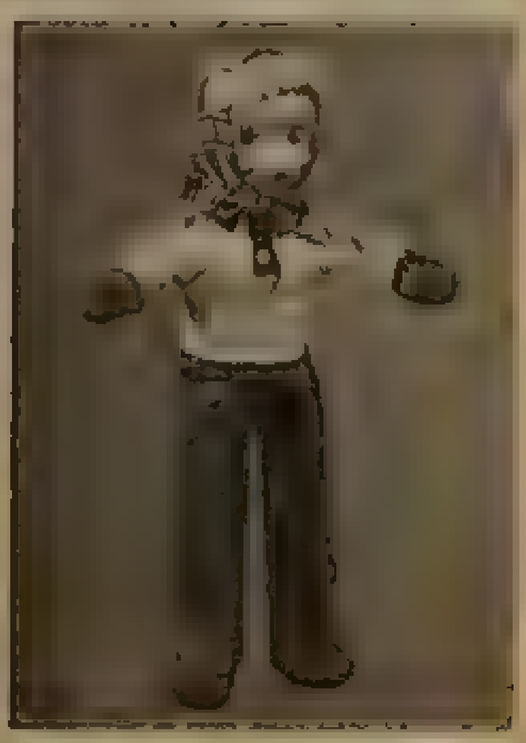
TOYS OF DISTINCTION



As cute and cuddly a
pooch as ever paraded
up Park Avenue. The
Aristocrat is fully furred
for gentle restraints
to keep the hugs
Sweet try will keep
at the proper distance. But
not the sweet wonder!

Knickerbocker Toy Co., Inc.

FACTORY
CROWLEY, LA.



He's done it AGAIN!

REGAL BEAGLE... the WINNER and still CHAMPION!

More honors for a great favorite . . . sales records are smashed wherever he is shown!

Regal Beagle comes from a long line of thoroughbreds—for more than 55 years the "champions" in stuffed toys have been made by . . .

Gund

See the NEW exciting collection of GUND creations.

CHAMPIONS ALL

Made with the same fine quality, craftsmanship and value for which GUND has been famous since 1898.

Send for our

ROOM 226

Gund

MANUFACTURING COMPANY • J. SWEDLIN INC., Successor

200 FIFTH AVENUE, NEW YORK 10, N. Y.

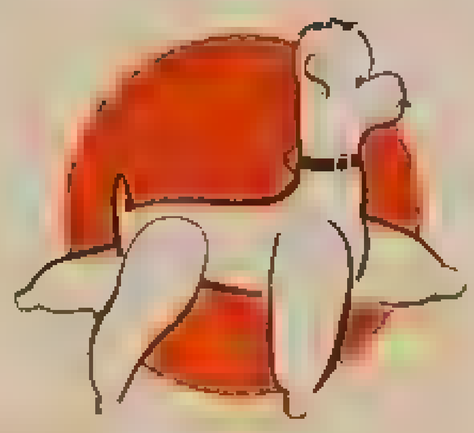
New York • Chicago • San Francisco • Los Angeles • Seattle • Montreal

THE

ARISTOCRAT

TOYS OF DISTINCTION

As cute and cuddly a pooch as ever paraded up Park Avenue. The Aristocrat is fully jointed he sits, he stands he sleeps he begs And I try will love his antics parents too. Don't miss this new toy creation!



Knickerbocker Toy Co., Inc.

FACTORY
SHOWROOMS

PLAY IT "LUCKY"

THE "LUCKY" POODLE

This year when buying stuffed toys, play it "Lucky"—for go where you will, shop the market from stem to stern, nowhere will you find better values, more original styling or a cleaner line at popular prices than Lucky Toy is ready to show you for 1953

See us at the Toy Fair

HOTEL McALPIN ROOM 556

March 9th to 18th inclusive

William S. Schaier *Samuel Levy*

Representing

LUCKY TOY CO., INC.

30 Bleecker Street Telephone WOrth 4-6856 New York 12, N. Y.

464

[redacted]

see

ARTISTIC toys

at the TOY FAIR . . . *Hotel McAlpin*

rooms 420-422

proven sellers

like these . . .

and the

most exciting

NEW

fabrics,

colors

and designs!

Artistic
TOY COMPANY
S. E. Cor. 3d & Cambria Sts., Phila. 33, Pa.

41

BETTER Stuffed Toys

WE are proud to present our new line of attractively styled and popularly priced stuffed toys.

ALL TOYS PACKAGED
FOR ADDED
SALES APPEAL!

Just one of our
TYPICAL ITEMS
FROM A
WIDE SELECTION

See us at the
HOTEL McALPIN
ROOM No. 628
George Cachetta
Bernie Levin

READY
with stand-out
values in
PROMOTIONAL
ITEMS

Picture Book Toys, Inc.

59 WOOSTER ST. • NEW YORK 12, N. Y. • Tel. WOrth 4-7744

501

Now BIGGER

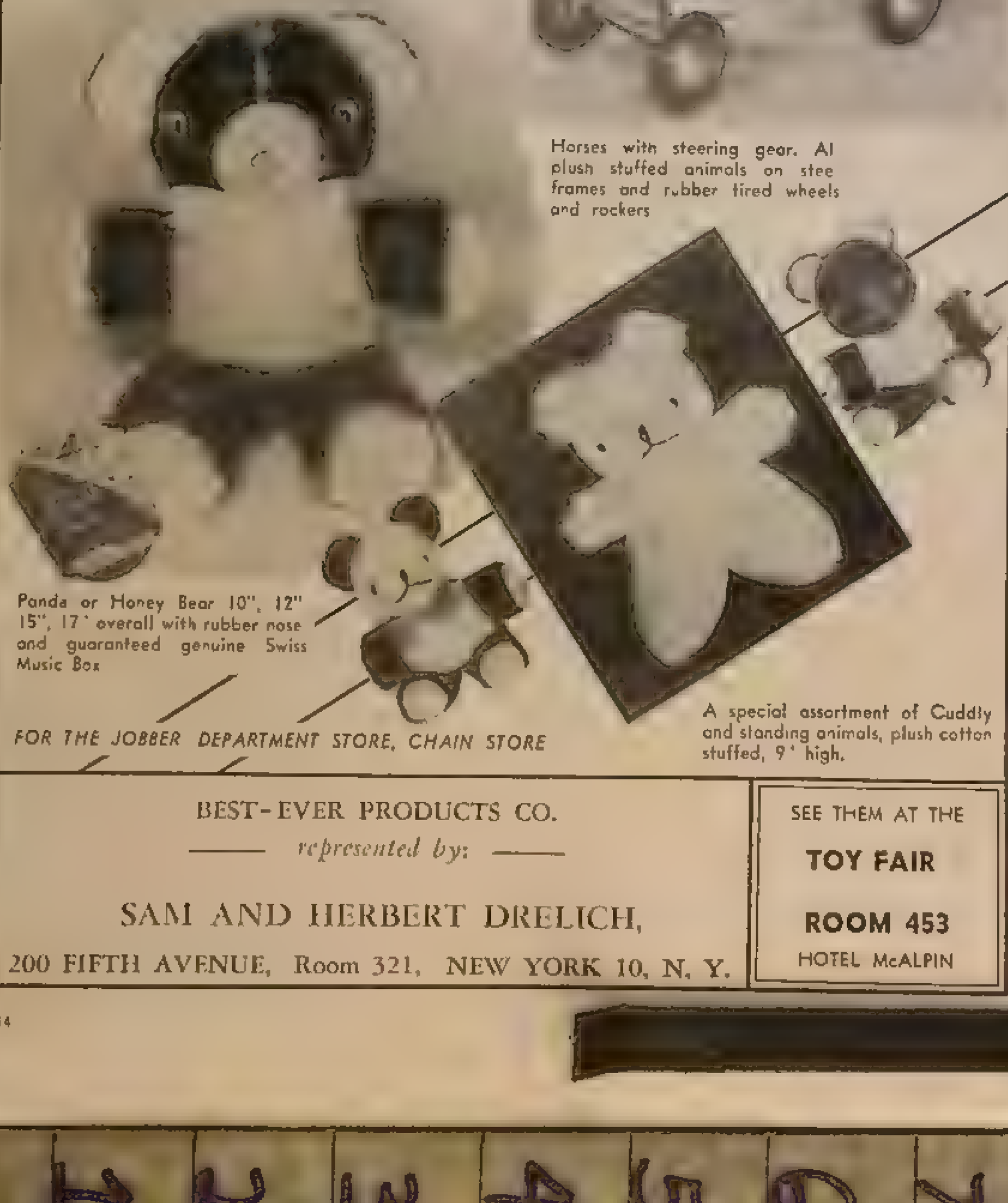
than ever!

Large Animals

on wheels and

Musical Cuddly Animals

Horses with steering gear. Al plush stuffed animals on stee frames and rubber tired wheels and rockers



Panda or Honey Bear 10", 12" 15", 17" overall with rubber nose and guaranteed genuine Swiss Music Box

A special assortment of Cuddly and standing animals, plush cotton stuffed, 9" high.

FOR THE JOBBER DEPARTMENT STORE, CHAIN STORE

BEST-EVER PRODUCTS CO.

represented by:

SAM AND HERBERT DRELICH,

200 FIFTH AVENUE, Room 321, NEW YORK 10, N. Y.

SEE THEM AT THE

TOY FAIR

ROOM 453

HOTEL McALPIN

234

[redacted]

FOR THE FIRST TIME...

ALL VINYL Sugar Plum Dolls

THE SWEETEST, most adorable "little girl" one could ever hope to find—made entirely of soft caressable vinyl — life-like, with movable head and arms. More than that, they're washable, can be submerged without injury of any kind. Dressed exquisitely in "little girl" fashions for parties, for town and country and for the sun. All garments are removable for quick and easy changes.

"Grown to a full 7 inches"

Beautifully gift packaged — and priced for gift selling the year round.

GLENN BEVER
TOY FAIR
1067 HOTEL NEW YORKER

LEO STRAUSS
ROOM 409
FIFTH AVENUE BUILDING

PICTURE BOOK TOYS OF CALIFORNIA

1830 BERKELEY

SANTA MONICA, CALIFORNIA

[redacted]

at NEW YORKER: 4th Floor, Parlors E & H

AMERICA'S LARGEST SELLING TOYS

No. 80 Yogi the Climbing Bird

No. 550 Spin-Handle Zoomerang

No. 350 Atom Flash Zoomeray

No. 600 Zoomerbow

No. 200 Zoomerang Gun

No. 60 Smith-Corona Toy Typewriter

No. 700 Jet Zoom

No. 50 The TOY

No. 800 Zoomermatic

at 200 FIFTH AVE. BLDG: Room 334

NEW!

TINKERTOYS IN COLOR!

See them
in Room 154
200 Fifth Ave
New York

Color is absolutely harmless!
All Tinkertoy rods are now factory-dipped in brilliant red — a government-certified, pure food color guaranteed absolutely harmless.

New exciting sales appeal...faster profits for you

COLOR . . . just one more step in our greatly expanded program of merchandising and advertising to make 1933 your biggest Tinkertoy year of them all

Anticipating your early orders we are enlarging our manufacturing and warehousing facilities

Welcome to our rebuilt display rooms at 200 Fifth Avenue, New York, Suite 154 We look forward especially to your visit during the Toy Fair

THE TOY TINKERS Division of

A. G. Spalding & Bros. Inc.

807 Greenwood St., Evanston, Ill.

[redacted]

[redacted]

1. New COLOR appeal
2. New, fascinating model designs
3. New National Advertising
4. New — Tinkertoys are now backed by the tremendous resources and technical skills of SPALDING, world leader in recreational products
5. Five Sizes — a Tinkertoy set for every age and price bracket

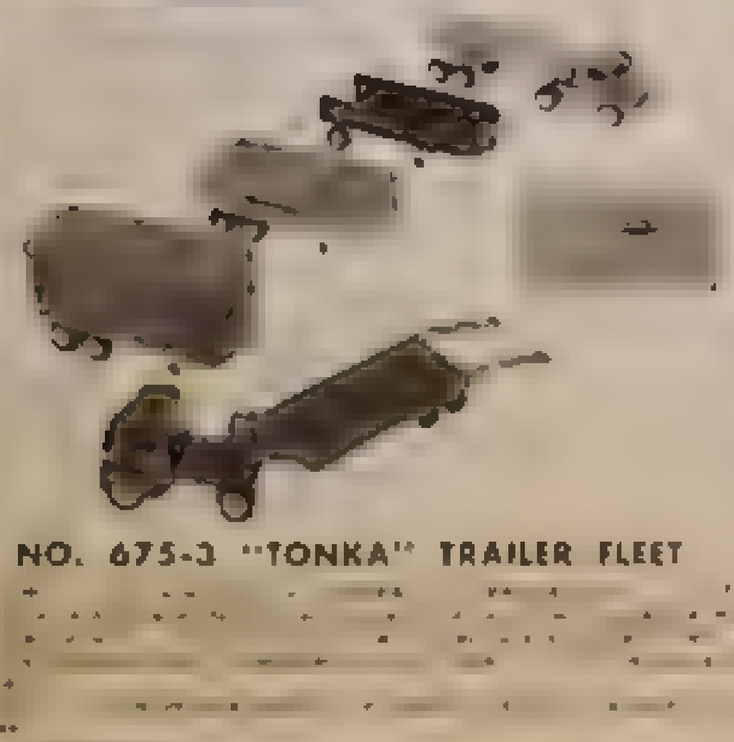
Ex.

5 NEW MODELS IN THE Tonka Toy LINE FOR 1953

Tonka Toys
MOUND METALCRAFT, INC.

DON'T MISS OUR UNUSUAL DISPLAY
AT THE
TOY FAIR
ROOM 540 HOTEL NEW YORKER

NO. 600-3 "TONKA"
ROAD GRADER



NO. 675-3 "TONKA" TRAILER FLEET

NO. 120-3 TRACTOR, CARRY ALL TRAILER
AND STEAM SHOVEL

NO 375-3 TONKA ' LOGGER

HERE IS ANOTHER "TONKA TOY" FIRST
BE SURE AND SEE IT AT THE FAIR

NO. 650-3 "GREEN GIANT" TRANSPORT

Real Flash!

Full-color clover-leaf box sells the "small fry"!

Here they are—new for '53! Fun-filled "Motors" set is packed in a sparkling, new box that has a colorful, modern clover-leaf highway scene on the top! Here's an assortment so complete . . . so appealing it will catch the eye of every youngster. Realistic in every detail . . . durable, all-metal, quality construction . . . with Tootsietoy's famous "Roll-Ezy" wheels and rubber tires. A sure-fire seller that will "wow" the kids. Dowst Mfg. Co., 4537 Fulton St , Chicago 24

★ **See them**
AT THE TOY FAIR
Room 421 • Fifth Avenue Building

Tootsietoys

ALWAYS LOOK FOR THE NAME ON EVERY TOY

THE ORIGINAL DIE-CAST ALL-METAL TOYS...SINCE 1893

253

The FIRST Kits Designed for the TOY Trade!

TOP FLITE MODELS INC

B4—ARROWJET
Simplified version of F-86 Sabre Jet

JIGTIME MODELS

GUARANTEED TO FLY

OR YOUR MONEY BACK!

Available Now at Your Jobber

2 new [illegible] now in [illegible] SABRE JET and M[illegible] Packaged [illegible] with [illegible] Easy to [illegible] and how [illegible]

Per [illegible]

ALL MODELS IN BRILLIANT 2 COLOR COMBINATIONS — ALL HAVE PILOTS

ALL MODELS 59¢ EACH

EASIEST TO SELL!

These sleek 2 color JIGTIME models practically sell themselves off your shelves! Window streamer, counter display card, beautiful built up model of B-4 Arrowjet, new 3 color JIGTIME boxes . . . your jobber has ALL these aids to help you increase sales. Best of all . . . the kids love JIGTIMES . . . because they DO FLY . . . and they always come back for more!

SPECIAL INTRODUCTORY PACKAGE

[illegible]

CALL YOUR JOBBER TODAY!

TOP FLITE MODELS, INC., 2635-45 S. Wabash Ave., Chicago 16, Ill.

[redacted]

A QUALITY RIDE

EXHIBIT SUPPLY

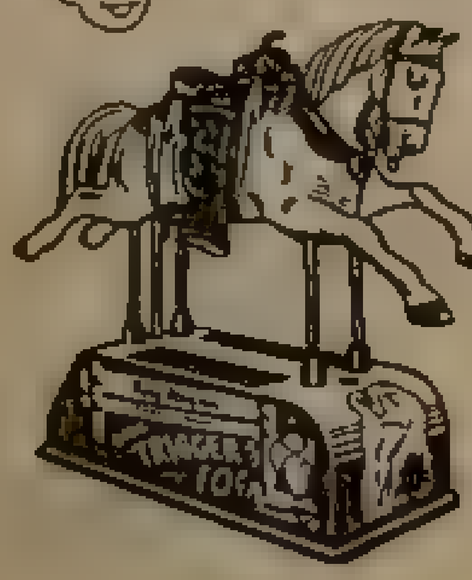
4218-30 W. LAKE ST., CHICAGO

ATTENTION TOY BUYERS.

See us at space 1241 New Yorker Hotel for the full story on how to INCREASE TRAFFIC and PROFITS in your toy department with NO INVESTMENT on your part.

NAMES THAT ARE ON THE TIPS OF THE TONGUES OF YOUNG AMERICANS

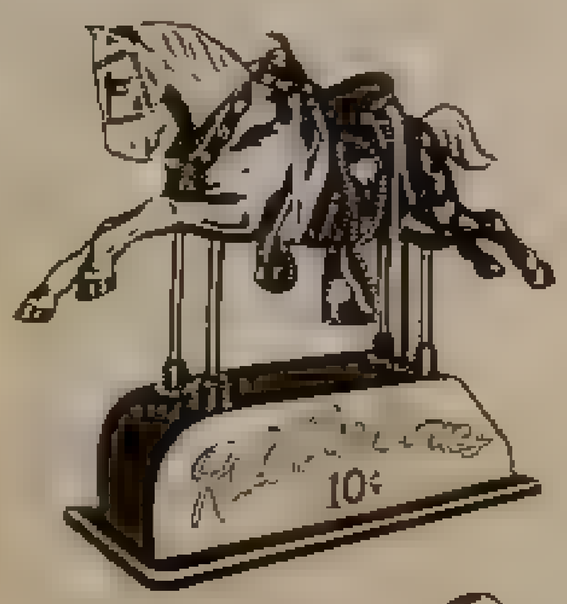
Oh Boy Now I too can ride Trigger

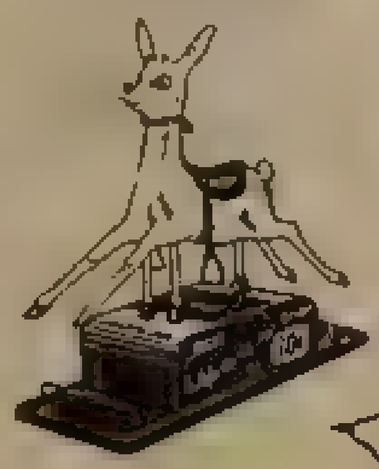


I LIKE RAWHIDE it's just the right size for me

I love to watch his red nose blink when I am riding on RUDOLPH THE RED NOSED REINDEER

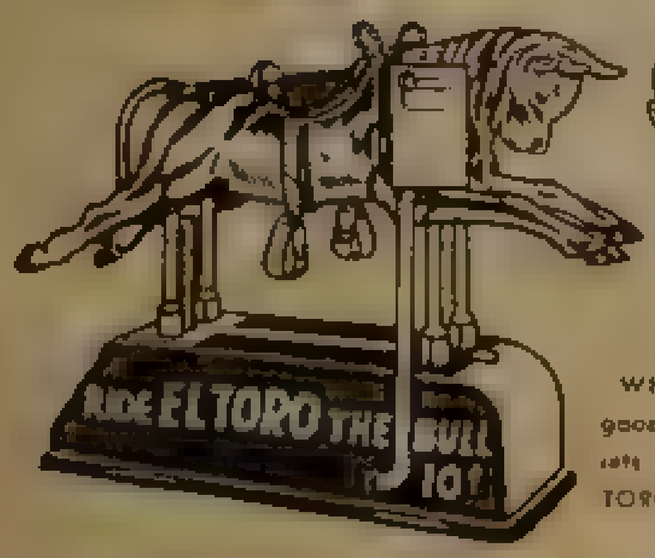
It's just like being a real cowboy when I ride BIG BRONCO





I am a real space man when I ride in SPACE PATROL

I'm too small to ride El Toro, so I ride on FERDY THE BULL . . ."



I shot 10 space men today with SPACE GUN It's real keen!

When I'm a good boy, Mom lets me ride El TORO THE BULL

PETE THE RABBIT is my favorite ride

(ESTABLISHED 1901)

FREE WINDOW SIGNS WITH ALL RIDES

EXHIBIT SUPPLY

4218-30 W. LAKE ST. CHICAGO 24, ILL.

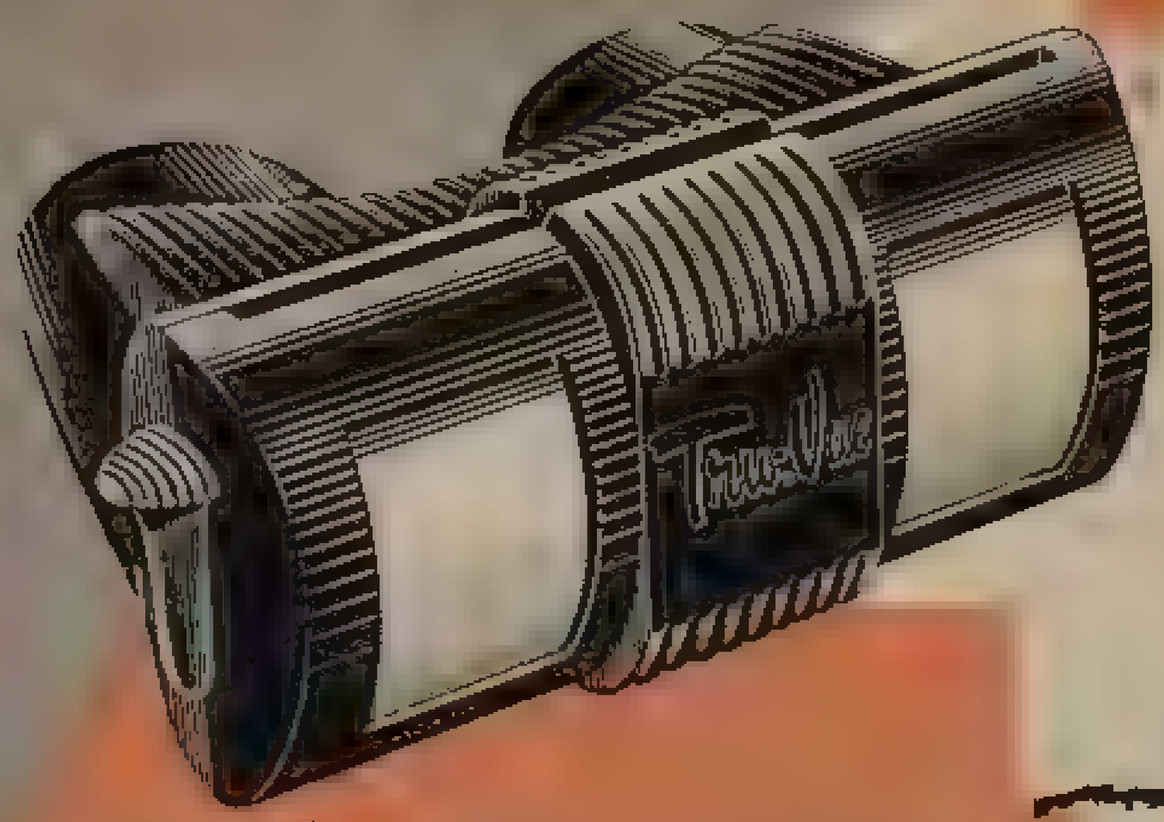
The unbreakable **construction kit**

trix stix

WONDER PLASTIC STICKS THAT MAKE ANYTHING

Visit our toy exhibit at the FAIR

ALLIED TOY DISTRIBUTORS, INC.
18 WEST 23rd STREET, NEW YORK 10, N. Y.



Tru-Vue is new all NEW!

New LOW Prices
VIEWER $1.49
FILM ..... 29¢ EA.
THREE FOR ONLY 85¢
FA R TRADED

The NEW management of the NEW Tru-Vue Company is proud to present a superb NEW three dimension viewer.. magnificent new Tru-Vue color film a complete new library of film subjects for every age

NEW 3 DIMENSION VIEWER

Even the smallest child can use this new viewer with ease Just insert film card at the top. Push down lever to change pictures. Remove card at bottom

LOOK AT THESE PLUS FEATURES

1. New convex window design gathers one-third more light No neck craning no arm rolling to find sufficient light
2. Shorter lever stroke makes viewer easier to operate.
3. The interocular distance of the lenses provides comfortable viewing for both children and adults.

NEW SENSATIONAL COLOR FILM...

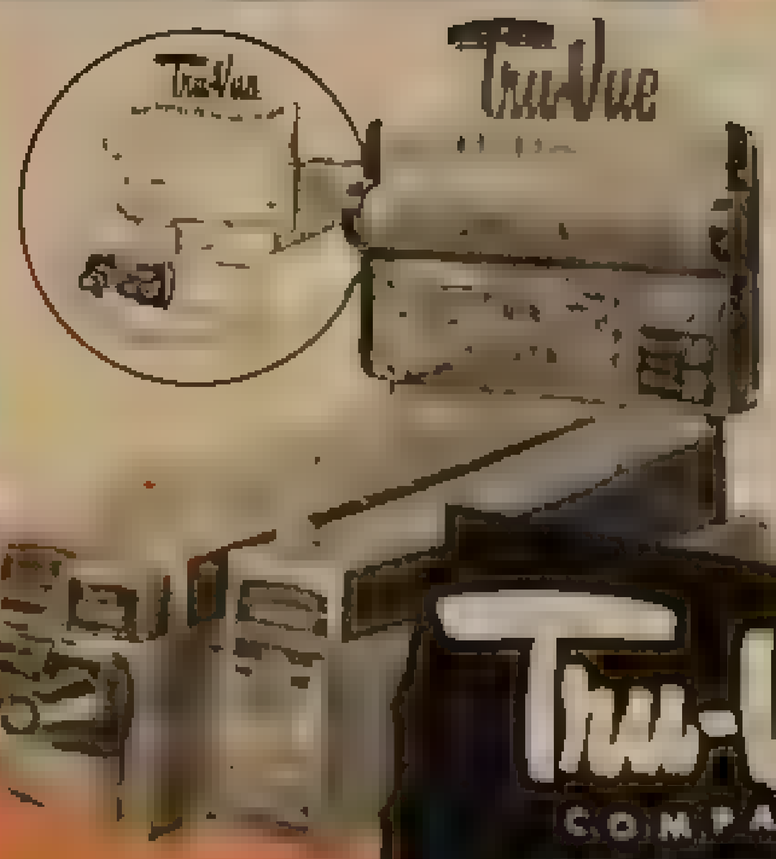
NOW! Tru Vue brings you color in three dimensions, using one of the greatest advances in color production.

1. Titles on film can be read without the inconvenience of removing viewer from eyes.
2. A brief story of the film is printed on the film card.
3. Film requires little storage space
4. Tru Vue picture is larger than any competitive three dimensions picture regardless of price Seven views to card

NEW EYE-CATCHING PACKAGES

story, make the sale. Created for today's self service impulse sales.

Aggressive National advertising campaign in the Saturday Evening Post, Boy's Life, Parents' Mag-



A GREAT NEW SELF-SELLING DISPLAY...

Available to all dealers the handsome new display it is a foolproof salesman for this type of self-service Does everything but make change

THIS DISPLAY IS FREE WITH MINIMUM INITIAL ORDER

- Features leading film subjects.
- Reversible for clerk service.
- Colors scientifically chosen for maximum visibility yet blend with the most conservative color scheme

FOR DETAILS
WRITE, WIRE OR PHONE

Tru-Vue
COMPANY
P. O. BOX 308
BEAVERTON, OREGON

Your new "PROFIT PAL" for volume sales!

T.V. PAL uke

by M. MACCAFERRI designer of Islander, the Uke Arthur Godfrey made famous!

SEE US IN ROOM 605 AT THE HOTEL NEW YORKER

$2.49 retail

- Full professional size
- Mellow, penetrating tone
- Perfect pitch
- Precision fingerboard
- Complete with pick and instruction booklet

packed
12 to shipping case
Weight 16 lbs
6 to shipping case
Weight 8 lbs.

A really great value!

T.V. Pal Uke & Chordmaster

T V. Pal Uke
Instruction booklet
Chordmaster
Chordmaster Song Book
Pick

$3.49 retail

packed
12 to shipping case
Weight 16 lbs
6 to shipping case
Weight 8 lbs.

Islander Visual Chordmaster

Precision-made visual chords. Fits any standard uke. Anyone can play without lessons or practice. 50 song Chordmaster song book.

$1.00 retail

packed
24 to shipping case
Weight 14 lbs

Islander UKETTE

$1.49 retail

packed
24 to shipping case
Weight 14 lbs

Just like the famous professional Islander, jr. size. The first real musical instrument made specially for children. With pick and instruction book.

PARAMOUNT DISTRIBUTORS, INC.
3040 Webster Avenue New York 67, N.Y.

Fifty-Year Workers at
Carson Pirie Honored

"DIALETTE"

The Only

ELECTRIC TYPEWRITER

for Children

★ Easy to Operate by
"Dial a Letter" Principle

★ Engineered for
ABSOLUTE SAFETY

★ Educational and Useful

★ Modern Design—
Sturdy Construction

MICHIGAN DOCK & MFG.
COMPANY

CASH IN

ON THE

Steady, Year Round Demand

FOR

UNCLE SAM'S

3-COIN REGISTER BANK

It Rings!

It Registers!

It Adds!

Attractive!

Educational!

Sturdy!

THE ALL TIME FAVORITE FOR ALMOST HALF A CENTURY

ALL WRAPPED UP IN SOMETHING NEW
FOR YOU TO COME AND VIEW

At The Toy Fair

ROOM 927 • **LOOK FOR THE SIGN** • HOTEL NEW YORKER

IT EYE-DENTIFIES

DURABLE TOY & NOVELTY CORP.

175 ESSEX STREET • *Established 1907* • HACKENSACK, N. J.

258

[redacted]

CASH IN

ON THE

STEADY, YEAR ROUND DEMAND

FOR

UNCLE SAM'S

It Rings!

It Registers!

It Adds!

Attractive!

Educational!

Sturdy!

3-COIN REGISTER BANK

THE ALL TIME FAVORITE FOR ALMOST HALF A CENTURY

ALL WRAPPED UP IN SOMETHING NEW
FOR YOU TO COME AND VIEW

At the Toy Fair

ROOM 927 • **LOOK FOR THE SIGN** • HOTEL NEW YORKER

IT EYE-DENTIFIES

DURABLE TOY & NOVELTY CORP.

175 ESSEX STREET — *Established 1907* — HACKENSACK, N. J.

[redacted]

NEW SPORT SPECIAL

3 TOYS IN ONE

Perfect year round impulse sales. A fast vacation mover... boat alone actually floats. Red car, brown trailer and white boat. All of sturdy, shock resistant plastic. Car and trailer equipped with rubber tires. 19¾" assembled

JAGUAR

Shoots sparks from rear
High speed friction motor

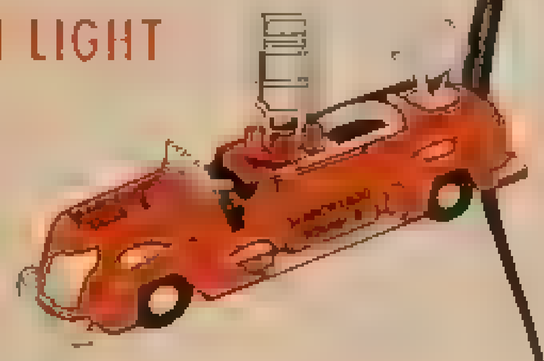
Hood lifts up showing simulated motor
Shock-resistant red plastic
9" long. Attractive package

DUMP TRACTOR

Scale model of road construction earth mover

Sturdy plastic, red body, yellow dump bed, white operator mounted on yellow work swivel. Rubber tires. Overall dimensions: 9½" long

SUPER SEARCH LIGHT FIRE TRUCK



Strong beam for simulated exciting night fires

Complete with battery, bulb and on-and-off switch. Search light and adjustable ladder mounted on swivel base. 12" long. Individually boxed.

POLICE SQUAD AND RESCUE CAR

SUPER FIRE TRUCK

OTHER SALES-PROVEN ITEMS IN THE SAUNDERS LINE

The Police Rescue and Squad Cars and the Super Fire Truck both with loud sirens and friction motors

AIRCRAFT CARRIER

HOT ROD

STOCK CAR

The Aircraft Carrier that launches jet planes
The ever popular Hot Rod and Stock Car with HOPPED-UP friction motors

Saunders TOOL and DIE CO ★ Aurora, Illinois

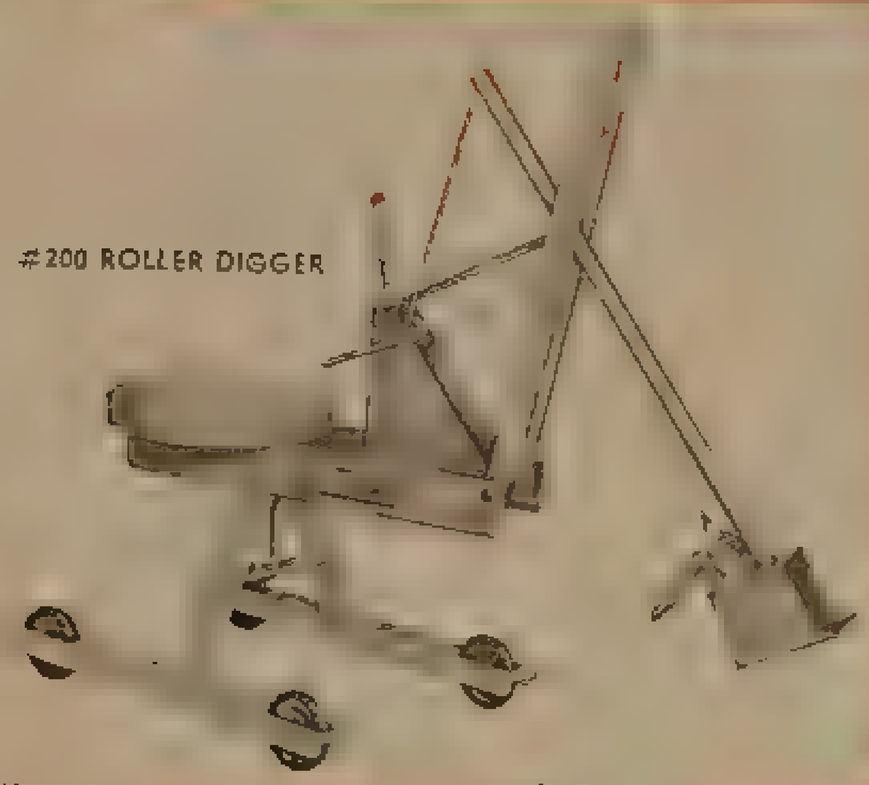
FIRST with the NEWEST on WHEELS

451

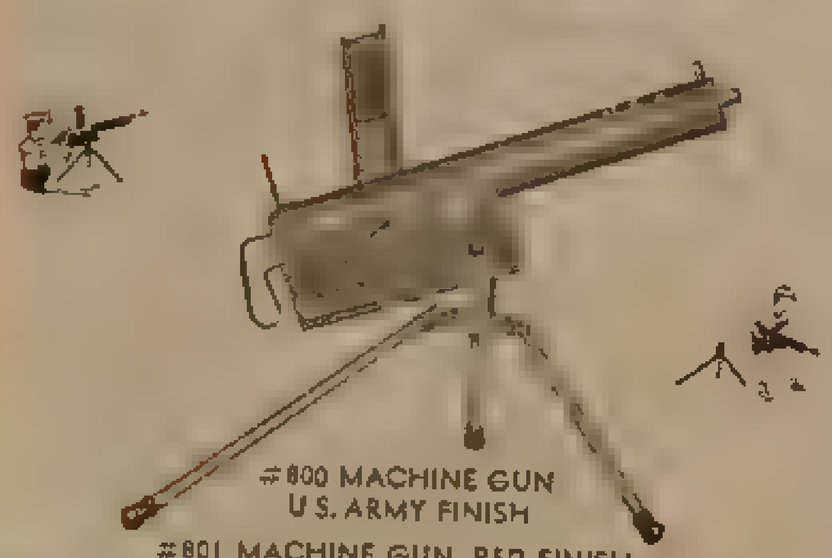
Tru-matic

E. STROUDSBURG, PA.

#400 ROAD ROLLER



#200 ROLLER DIGGER



#800 MACHINE GUN
U.S. ARMY FINISH
#801 MACHINE GUN RED FINISH

ALL STEEL

RIDING TOYS

ON DISPLAY **ROOM 409** 200-5th AVE.

They're Better than Ever!

#300 BULLDOZER SNOW PLOW

#700 TRACTOR HAND CAR

Write for Illustrated Circular

LEO STRAUSS COMPANY INC. • Sole Representative

200 FIFTH AVE. Room 409 NEW YORK 10, N. Y.

475

Make way for the

melton mascot movie viewer

the *first* magazine loading movie viewer expressly designed for the toy trade!

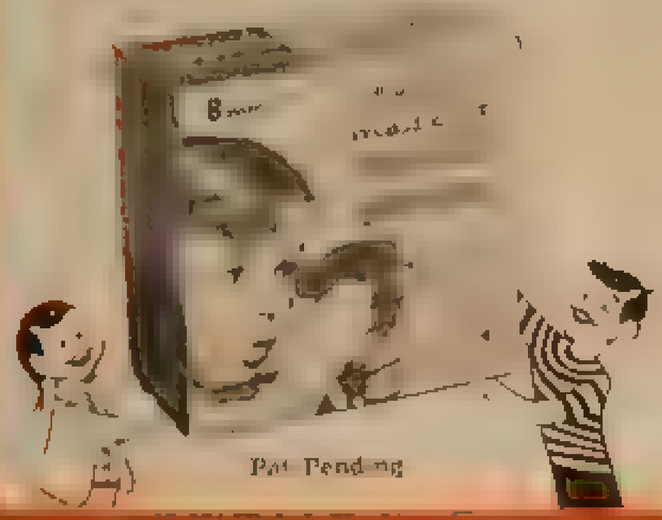
RETAIL $3.95 including MAGAZINE LOAD

without projector or screen!

Complete!

real movies can be seen

★ COLORFUL
★ DURABLE
★ PROFITABLE



It's easy! Loads auto-magically! Anyone can do it! Just turn the handle—see beloved cartoons, westerns, adventure films – over and over again, needs no rewinding. Favorite for all ages. Film magazine is factory packed and sealed. Plastic—gay colors.

The Melton Movie Library now includes 20 new Walt Disney films and dozens of other favorite subjects ... cartoons, sports, westerns

AT THE TOY FAIR
HOTEL NEW YORKER
Room 1251

melton industries
RENO, NEVADA

WALT DISNEY'S

PETER PAN AND TINKER BELL

by *Duchess*

ORDER NOW! $1.98 RETAIL PRICE

AND BE READY TO CASH-IN ON THIS NEW DISNEY HIT

Peter Pan and Tinker Bell are two lovable characters from Walt Disney's new motion picture Peter Pan, which is due to be released early this year.

In co-ordination with this nationally advertised and highly promoted Walt Disney Hit . . . Duchess Doll Corp. now presents the Peter Pan and Tinker Bell Dolls both are dressed in the best Peter Pan tradition and feature an all plastic 7½" body, with moving eyes, arms and head.

These two dolls are packaged in an attractive acetate window box and sell at a low retail price.

SEND YOUR ORDER IN TO-DAY FOR IMMEDIATE DELIVERY

N. Y. SHOWROOM: 200 FIFTH AVENUE, ROOM 361

Duchess Doll Corp.

[redacted] ROOSEVELT AVENUE [redacted] JACKSON [redacted]

SURE

as SHOOTIN'...

This will be a

*SELL-OUT!

(Predicted by Leading Buyers)

IRWIN'S New

Western Marshall

Clicking

WATER-RIFLE

- *Extra-large water capacity . . .*
- *Up to 1000 shots at one filling . . .*
- *Authentic reproduction of real rifle . . .*
- *Shoots stream of water over 30 feet . .*
- *Trigger synchronized to click with each shot .*
- *Heavy-duty construction for enduring use . .*

SEE THIS AND OTHER NEW IRWIN ITEMS DURING TOY FAIR

IRWIN CORPORATION

Showroom: Penthouse Suite 1463 200 5th Ave., N. Y. 10, N. Y.
Factories: Fitchburg, Mass. - Nashua, N. H. - Leominster, Mass.
One of the World's largest plastic toy manufacturers

IRWIN

SHOOT for PROFITS with GRAKO KID

NEW
SELF-SELLING
COMPLETE

FULL COLOR
REAL LEATHER
AUTHENTIC

GRAKO KID has everything . . . style,
color, genuine gem-studded leather . . .
for smart dealers to "draw a bead"
on the top market.

SEND FOR COMPLETE CATALOG

GRATON & KNIGHT COMPANY WORCESTER 4, MASS., U.S.A.

N Y OFFICE – ROOM 263
200 FIFTH AVE., AL COUSINS ASSOCIATES

Our Second Century

26

ROUND UP SALES WITH . . .

CONTAINS
★ BRONCS
★ RIDERS
★ STEERS
★ DOGGIES

No. 61 — 70 piece Frontier Town (each galloping horse assembly consists of 6 pieces). Packed in strong, durable, lithographed, corrugated Toy Chest. Packed 1 dozen, weighs 27 lbs. To retail at $4.98

No. 54—57 piece Bonnie B. Round-Up Set (each galloping horse assembly consists of 6 pieces). Packed in strong, durable, lithographed, corrugated Toy Chest. Packed 1 dozen, weighs 16 lbs.
To retail at $2.98

No. 49—24 piece Bonnie B. Round-Up Set (each galloping horse assembly consists of 6 pieces). Packed in strong, durable, lithographed, corrugated Toy Chest. Packed 1 dozen, weighs 14 lbs.
To retail at $1.98

SEE THEM AT THE
TOY FAIR
ROOM 1060-1061
HOTEL NEW YORKER

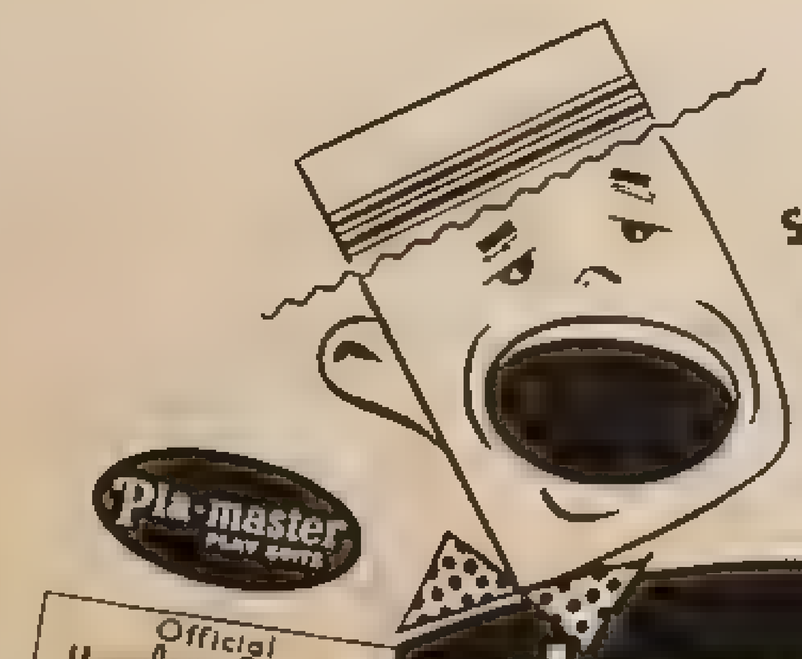
BONNIE BILT

SEE OUR AMERICANA CONSTRUCTION KITS

BONNIE BILT, INC.

216 Lawrence Ave., Lawrence, New York FAr Rockaway 7-2800

480



see the sensational
most colossal official
Hopalong Cassidy line of the year
backed by 43 years of experience!

Pla-master play suits

Official Hopalong Cassidy
TRADE MARK REGISTERED
SANFORIZED
MANUFACTURED BY ISKIN TELFORD, PA

the complete new playsuit line by ISKIN at the Hotel NEW YORKER – Room 622

and also at our permanent showroom, 200 5th Ave., Suite 1458

Volume Priced! Value Packed!

herman ISKIN and co.
PLAYSUITS SINCE 1910

HERMAN ISKIN & CO. 200 FIFTH AVE., NEW YORK, N. Y. SUITE 1458

Carnell's Holster sets are made exclusively of bark tan genuine leather, with the original and always popular **Hip Slung** feature. See our new and exciting line of top quality holster and pistol sets now on display only in **ROOM 324 — 200 5th AVENUE.**

Carnell Mfg. Co., Inc. [illegible] Ave., N. Y. C.

AMERICA'S MOST COMPLETE COWBOY LINE

Means *Greater* VALUE

Because Every *Leslie-Henry* Item
is made in our own factories!

GENE AUTRY

TEXAS STAR RANGER

LONE RIDER

★ PISTOLS ★ PISTOL and HOLSTER SETS
★ COWBOY OUTFITS ★ ROLL CAPS

See Us at the Toy Fair

ROOMS 803-810
McALPIN HOTEL

Leslie-Henry Co.

SHOWROOM 200 FIFTH AVENUE NEW YORK 10 N Y

LESLIE HENRY CO Inc
445 So Tenth Avenue
Mt Vernon, N Y

M A HENRY LIMITED
Ontario Canada

M A HENRY WESTERN CO INC
1751 Olympic Boulevard
Santa Monica, Calif.

447

Last Year You Had the Drop on Us!

WE COULDN'T FILL THE DEMAND

This Year, We've Got You Covered!

ON OUR SELLOUT WESTERN TEAM*

Here is the number that galloped out of the stores last year. This season, it promises to be a sales stampede. We've hitched up extra production horsepower to fill your orders.

This supervalue Western Set is even bigger and better 24 REALISTIC PIECES: The wheels roll and the hitches swivel. *The price is still only $2.98 retail*

* *This is the "Rel" Western Set that was so successful last season!*

SEE OUR ROUNDUP OF THE BEST IN PLASTIC TOYS

Room No. 640-641
Hotel New Yorker

Room No. 965
200 Fifth Avenue

Better anticipate your demand on this sellout and be sure to stock up on these best sellers:

PLASCO TEATIME DISHES

•

PLASCO ORNAMENTED CHRISTMAS TREE

•

PLASCO PHONOGRAPH

•

BLINKY OWL BANK

•

SPACE-GUN AND GOGGLES

A PLASCO TOY

PLASTIC ART TOY CORP. OF AMERICA • EAST PATERSON, NEW JERSEY

HATS OFF TO

THE TUF-LITE

SALES CHAMPION!

"CATALINA POOL" and the entire TUF-LITE inflatable line has compiled an outstanding record of sales success—the manufacturers who made uninterrupted delivery on all accepted orders in '52 and geared to do the same in '53! TUF-LITE products consistently ride the crest of the profit wave... so be sure ..BUY RIGHT ...with TUF-LITE!

Complete TUF-LITE California-Designed Line on Display

AMERICAN TOY FAIR

Suite 1231-1233 HOTEL NEW YORKER

March 9-18

Guaranteed by Good Housekeeping

VINYLITE PLASTICS

THE CATALINA
Available in sizes up to 108" Diameter 18" Deep. 4 Style Ranges 14 numbers in pools.

TUF-LITE

FIRST IN QUALITY, DESIGN, PRICING, PACKAGING, NATIONAL PROMOTION, MERCHANDISING!

- 46 STYLES AND SIZES
- MORE BRILLIANT, GAYER COLORS
- LIFETIME GUARANTEE
- FREE MAINTENANCE KITS
- NATIONAL PUBLICITY AND PROMOTION
- BROAD SELECTION OF POOLS, CUSHIONS, AIR MATTRESSES, SURF BOATS, WATER ANIMALS, BALLS, RINGS, TOYS, ETC.

WILD BILL HICKOK

WILD BILL HICKOK WATER PONY
and complete line of toys!

NEW! NEW! NEW!

SADDLE UP FOR RECORD SMASHING SALES WITH THE "TUF-LITE" NEW SENSATION. IT NEIGHS!

TIPSY BALL
The action toy that spins and twists crazily in mid-air.

ZEKE Whack him and he squeaks and bounces back. Small and 3 large sizes

BEACH BALL
3 Panel-3 Colors. 6 Panel 6 Colors. Available in sizes 12" to 24" Diameter

BEACH RING
Plain and Silk Screened
Available in all sizes
16" to 24" Diameter

TUF-LITE

DAVIS PRODUCTS, INC.

9328 SANTA MONICA BLVD • BEVERLY HILLS, CALIFORNIA

REPRESENTATIVES: EARLE COLEE, BEVERLY HILLS, CALIFORNIA • ED MANNHEIMER, CHICAGO, ILLINOIS • MILTON NEVITT, NEW YORK CITY, NEW YORK • DAVE SEGAL, PHILADELPHIA, PENNSYLVANIA • DUKE WILLIAMS, ST. AUGUSTINE, FLORIDA

OFFICIAL Wild Bill Hickok and Jingles

POWER PACKED PROMOTION ON
53 TELEVISION — 550 RADIO STATIONS

Every American's Favorite

A Complete Line of "REVERSE DRAW"

SINGLE and DOUBLE GUN and HOLSTER SETS

Made of top grade cowhide with colorful leather trim on tan. Pinked felt backing. Die cast, chrome plated double horseshoe Wild Bill Hickok conchas on holsters and belts. Die cast, chrome plated buckles and matching keepers. Colored and chrome plated studs. With or without No. 900 Wild Bill Hickok & Jingles Cap Pistols. Full color box.

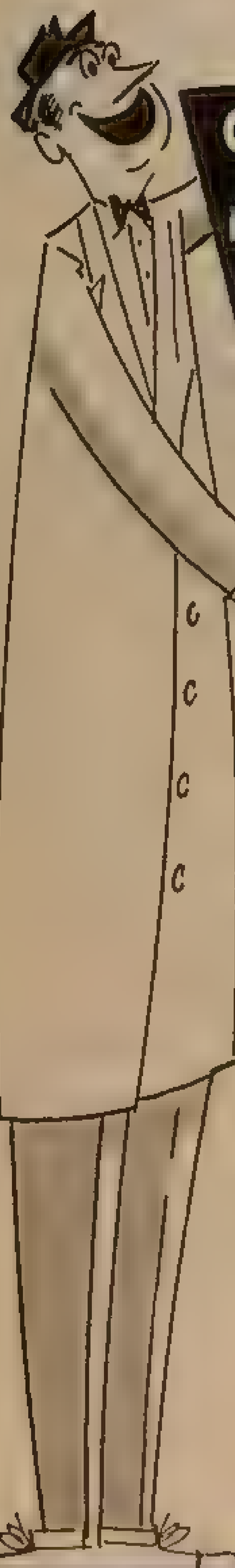
No. 900 CHROME PLATED CONCHA HANDLE CAP PISTOL

Extra heavy duty die-cast alloy. Chrome plated, hand polished finish. 50 shot roll cap tested firing mechanism. Chrome plated metal conchas with embossed gold color centers, inlaid in mahogany simulated handle. Individually boxed.

See GLENN BEVER, Room 1067 HOTEL NEW YORKER

M. C. K. MANUFACTURING CO. • 99 E. PROVIDENCIA AVE. • BURBANK, CALIFORNIA

481



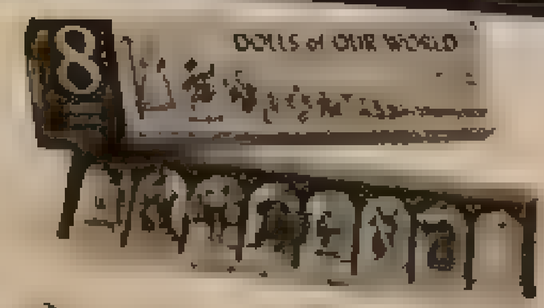
COMMONWEALTH'S BIGGEST LINE OF PROFITABLE SELLERS IS HERE

New Ideas...New Values...See Them!

HIGH POWERED MICROSCOPE with slide

Retail **39¢** complete

No. 148 Patterned after costly precision instrument. Accurate lens & glass mirror. In black plastic with silver metal finish. Elevates over 5". Displayed individually with microscope slide on card showing different experiments.



DOLLS OF OUR WORLD BOXED SETS

No. 533—Eight plastic dolls to a set in series of sets. Fascinating to Intriguing Quiz Game. Collector's Item. In authentic costumes and brilliant colors. Fine sculptured details. Retail **98¢** complete

FLAG SHEET IN 5 COLORS WITH QUIZ GAME IN EACH SET!

PERFORMING SEAL TAP-IN-TOY

No. 145—Amusing and educational! Teaches coordination. Tap balls from clown on to head of performing seal, for penny collection and suspense. All plastic 5½" long. **39¢** Retail

SEE-SAW SAVER TOY BANK

No. 602 Swings and balances with each deposit of coin. Makes saving a game. In gay circus colors. Special SHOCK RESISTANT plastic for extra sturdiness. 8¾" long. In colorful individual box. **98¢** Retail

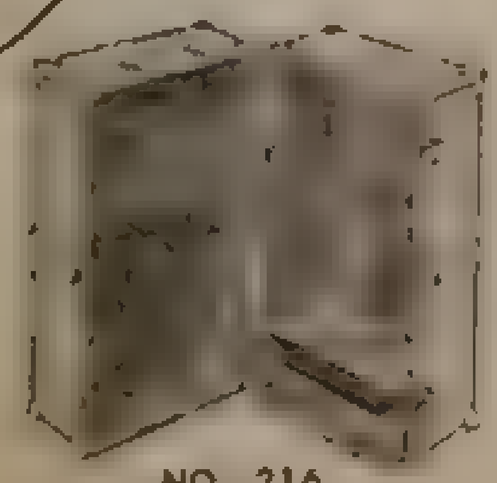
PLAYFUL PUSS

No. 149 Watch her scamper after the ball of yarn. Continuous motion as you raise and lower the string. In lifelike colored plastic. **25¢** Retail

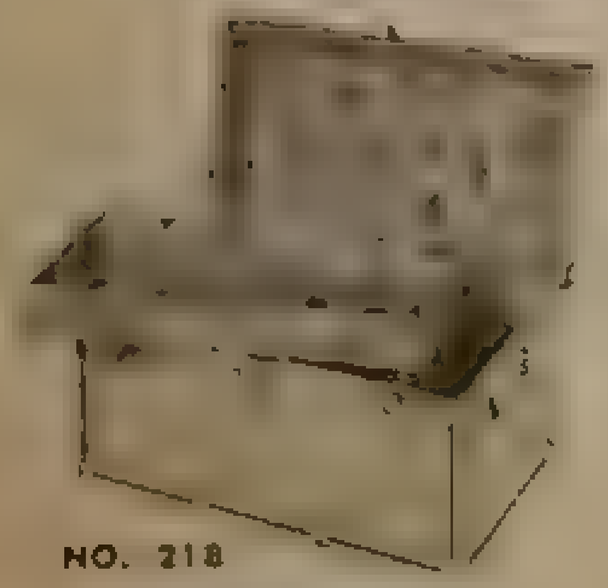
COMMONWEALTH PRODUCTS CORP. 200 Fifth Avenue, New York 10, N. Y. WAtkins 9-8555

318

Gateway TOYLINE Luggage



NO. 216



NO. 218

NO 219

Many More New Items

See them at the TOY FAIR

HOTEL McALPIN

Room 400

RED and BABY BLUE

[illegible] pieces are [illegible] hographed steel covered and steel bound over a plywood frame. Colorful [illegible] even [illegible] chocolate [illegible] inside. Heavy [illegible] bags and [illegible] locks complete these attractive [illegible] Children love this handsome durable TOYLINE luggage.

SAM BORODKIN
453 West North Ave
CHICAGO 10 ILL
Tel Michigan 2 7000

JULES DUBINSKY
1089 Francis Place
ST LOUIS 17 MO
Tel Delmar 1089

ROY H. DAVIDS • SOL HIPSH • MEYER FABES

In Attendance

ARCH CASE (GATEWAY)

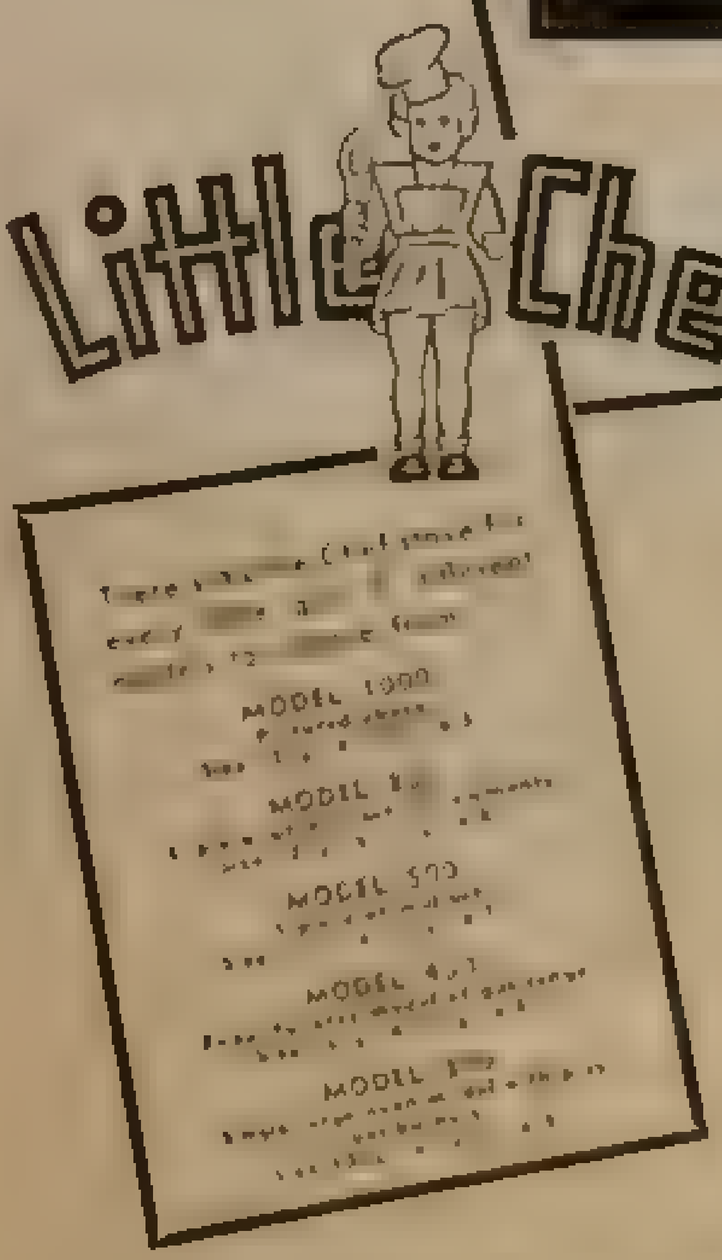
GATEWAY LUGGAGE MANUFACTURING CO.

415 DELAWARE KANSAS CITY, MO.

and CLAREMORE, OKLA

NEW!

MINIATURE ELECTRIC STOVE



MODEL 1000

- **18 PUSH BUTTONS AND KNOBS THAT WORK!**
  Modern Range design for true-to-scale realism and play value
- **2 LARGE OVENS, WINDOW IN BAKING OVEN!**
  For toasting sandwiches and cookies
- **GLEAMING CHROME HANDLES AND CLOCK-CONTROL PANEL**
  All [illegible] for [illegible]
- **SIX-PIECE UTENSIL SET AND COOK BOOK INCLUDED!**
  [illegible]
- **IT COOKS! IT BAKES! IT'S SAFE!**
  [illegible] Approval [illegible]

Tacoma Metal Products Co., Tacoma, Wash.

ROOM 740
NEW YORKER HOTEL

Professor Habitutor Presents...

The Line With The New Sales Slant

habitutors*

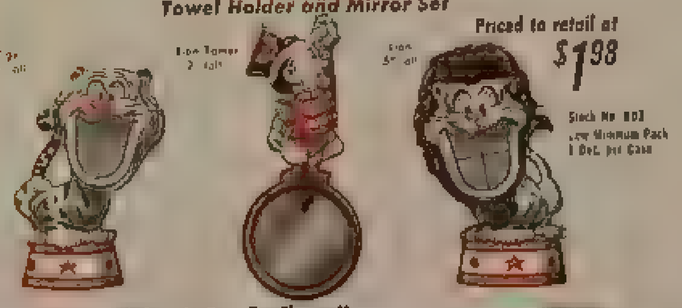
The Great Habit Builders That Turn Tasks Into Fun For The Kiddies!

Here's the first of a series of HABITUTORS a psychologically designed good habit building line for the children. Mothers will like HABITUTORS because they help teach children good habits easily and quickly! Youngsters are attracted to colorful HABITUTORS because they turn tasks into play. And, you will want a good supply of HABITUTORS because they are not just a seasonal item but a year 'round sales and profit maker for you. HABITUTORS are quickly made of Great Northern Gaylon ®

TIDY TRIO

Towel Holder and Mirror Set

Priced to retail at **$1.98**



Stock No. 801
Low Minimum Pack
1 Doz. per Case

Makes It Fun To Clean Up

Three cute colorful circus figures that attach to the wall at the right height. Tidy Lion and Tiger hold wash cloths or towels in firm flexible gripper teeth. The brave Lion Tamer can be placed at eye level for small fry. Mirror made of unbreakable chrome plated steel. They attach easily to any wall (wood, metal or tile) with screws or magic cement capsules. Simple instructions enclosed in each package.

HABITUTORS are not really advertised and approved HABITUTORS have been developed in cooperation with child psychologists and pediatricians.

*Trademark

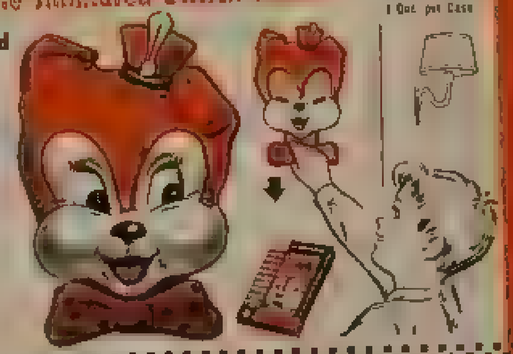
And Year 'Round Sell Appeal!

Priced to retail at **98¢**

Stock No. 801
Low Minimum Pack
1 Doz. per Case

BLINKY The Animated Switch Plate

Makes It Fun To Go To Bed



"GLOWS in the DARK"

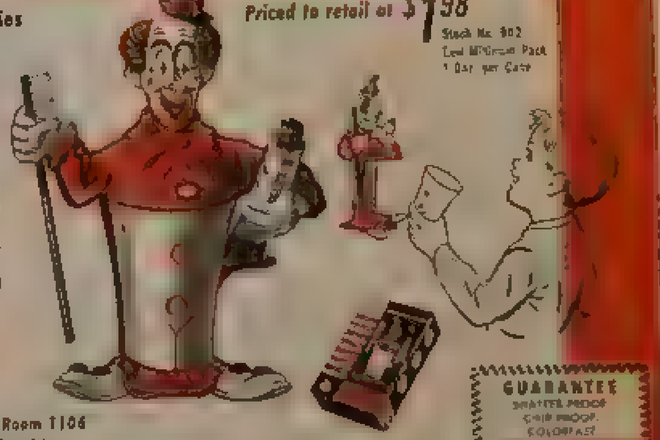
BLINKY, a colorful decoration for the youngster's room makes it fun to go to bed. Just pull down on his tie, his eyes close and the lights go out. The youngsters can see his warm glow in the dark. Push up on his tie, his eyes open and the lights turn on. Easy to install — just remove old switch plate and replace with BLINKY. Screws attached.

TUMBO THE CLOWN

Priced to retail at **$1.98**

Stock No. 802
Low Minimum Pack
1 Doz. per Case

Makes It Fun For Kiddies To Brush Their Teeth



Gay colorful TUMBO carries a full tube of nationally Advertised Ammident toothpaste and a dentist approved Polyethylene Dent Aid toothbrush. His red tummy is a removable plastic cup. He attaches easily to any wall (wood, metal or tile) with screws or magic cement capsules. Simple instructions enclosed in each package.

HABITUTORS

GUARANTEE
SHATTER PROOF
CHIP PROOF
COLORFAST

See Us at Hotel New Yorker, Room 1106
Toy Fair — March 9 thru 18

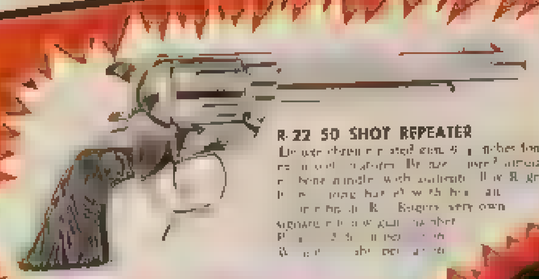
Gaylon is Fiber's own type of plastic formulation and molding technique which achieves a molded article of superior chemical qualities and durability.

[illegible] MANUFACTURING COMPANY

[illegible] 42nd Street, [illegible]

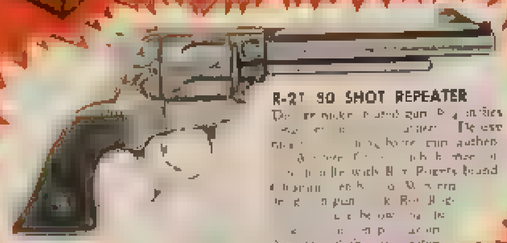
290

YOUNG AMERICA'S SOLD ON ROY ROGERS SHOOT'N IRONS!



R-22 50 SHOT REPEATER

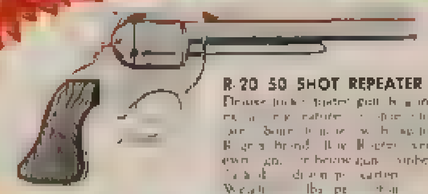
Die cast chrome plated gun 8¼ inches long. Revolving cylinder. Barrel with authentic Roy Rogers brand. Roy Rogers name on handle with authentic Roy Rogers signature. Roy Rogers very own signature on the gun. Another Roy Rogers first.



R-27 50 SHOT REPEATER

Die cast nickel plated gun 8¼ inches long. Revolving cylinder. Barrel with authentic Roy Rogers brand. Roy Rogers name on handle with authentic Roy Rogers signature. Roy Rogers very own signature on the gun. Another Roy Rogers first.

See Us at the
TOY FAIR
March 9-18
Room 1042
Hotel New Yorker
Norman Paisley
Sam Gamson



R-20 50 SHOT REPEATER

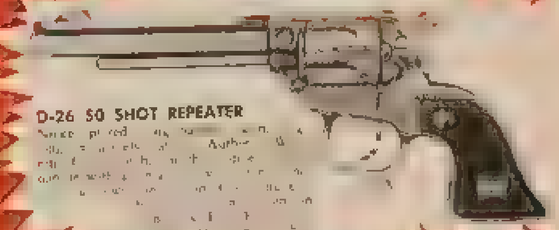
Die cast nickel plated gun 8¼ inches long. Revolving cylinder. Barrel with authentic Roy Rogers brand. Roy Rogers name on handle with authentic Roy Rogers signature. Roy Rogers very own signature on the gun. Another Roy Rogers first.

KING OF THE COWBOYS

YOUNG AMERICA'S SOLD ON ROY ROGERS SHOOT'N IRONS!

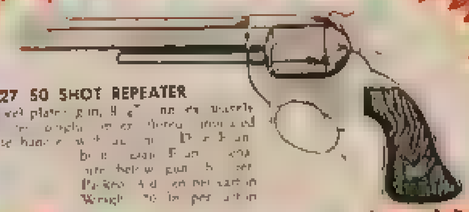
LOOK AT THESE SALES PACKED FEATURES

- Automatic Spring release for quick and reliable reloading
- Riveted construction — no bolts or screws to work loose!
- Rust proof!
- Never Mar — only lasting finish that can't chip, crack or peel!
- Precision tooled in durable die cast metal
- Individually packaged in Box Assembly boxes



D-26 50 SHOT REPEATER

Nickel plated die cast [illegible] Authentic [illegible] Roy Rogers brand. Roy Rogers name on handle with authentic Roy Rogers signature. Roy Rogers very own signature on the gun. Another Roy Rogers first.



D-27 50 SHOT REPEATER

Nickel plated gun, 8¼" long die cast metal. Revolving cylinder. Barrel with authentic Roy Rogers brand. Roy Rogers name on handle with authentic Roy Rogers signature. Roy Rogers very own signature on the gun. Another Roy Rogers first.

"QUEEN OF THE WEST"

ROY ROGERS SPURS

GEORGE SCHMIDT MANUFACTURING INC.
716 EAST 14th STREET
LOS ANGELES 21, CALIFORNIA

Sign of a good time to fly

Don't let your winter travel plans bog down in ice and snow. Take to that wide, clear road at the "fair weather level" where TWA Skyliners fly. With surface storms and icy going far below, relax—and watch your travel problems melt away in the warmth of world-famed TWA hospitality. Next trip, whether your destination is across the U.S. or overseas, try TWA—and you'll never again let winter get you down!

Where in the world do you want to go? For information and reservations, call TWA or see your travel agent.

FLY TWA
TRANS WORLD AIRLINES
U.S.A. · EUROPE · AFRICA · ASIA

ACROSS THE U.S. AND OVERSEAS

Could It Fly Without Cherry Rivets?

Certainly!

Without any doubt, the fastest, piston-powered airliner—American Airlines' new DC-7 Flagship, could have been built (with some modification) without blind rivets. Cruising at 365 miles per hour in the quiet comfort of the luxurious cabin, you, as one of the 60 passengers on the nation's first *nonstop* transcontinental service, would never know the difference.

Yet, Douglas engineers will tell you that the thousands of Cherry Blind Rivets used in the DC-7 make it possible to accomplish fastenings which otherwise would be difficult or impractical. For example, the clean, aerodynamic design which contributes to the high speed of the DC-7 stems from the use of Cherry Rivets in fastening components of control surfaces and other streamlined sections.

The compact anti-icing units, the cabin heaters, the super air conditioning system are designed to eliminate bulk and excess weight. They involve many blind spots which are inaccessible for conventional riveting. Cherry Rivets help make these installations quickly, securely—unit costs are reduced.

Cherry Rivets are installed by one man from one side of the work by a special gun which pulls the stem into the hollow shank—upsets the end on the blind side—firmly clinches the rivet in place—fills the hole—all in a split second. Bucking is eliminated.

Cherry Rivets are but one group of the 10,000 types of fasteners and special cold-formed parts produced by Townsend in its several plants. As "The Fastening Authority," Townsend will help you speed production—produce better products—reduce costs by applying its method of manufacture to your fasteners and small parts. Special bulletins describing Cherry Blind Rivets and other Townsend products and services are yours for the asking.

Townsend

COMPANY • ESTABLISHED 1816

NEW BRIGHTON, PENNSYLVANIA

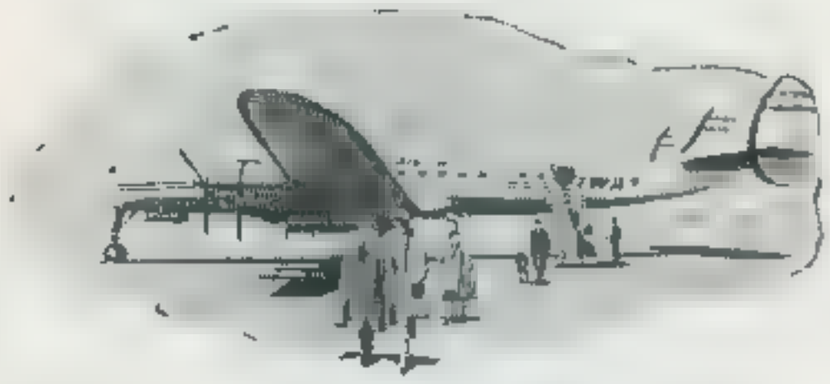
Sales Offices in Principal Cities

Cherry Rivet Division: Santa Ana, California

THE FASTENING AUTHORITY—Experience: *over 137 years*—**Capacity:** *sixty-million parts daily*—**Products:** *over ten-thousand types of solid rivets—cold-headed parts—Cherry Blind Rivets—Twinfast Screws—self-tapping screws—tubular rivets—locknuts—special nuts—formed wire parts.*
Plants: *New Brighton, Pennsylvania—Chicago, Illinois—Plymouth, Michigan—Santa Ana, California.*
In Canada: *Parmenter & Bulloch Manufacturing Company, Ltd., Gananoque, Ontario.*

EASY STREET — 1953

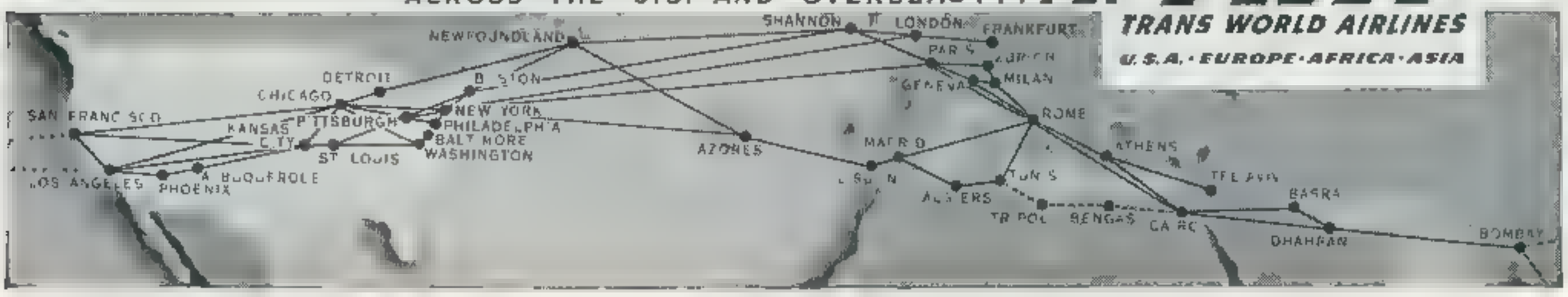
Take off and leave those old-fashioned ideas about travel behind. This year, broaden your horizons by traveling the bright blue *high* way TWA Skyliners fly. It can be your road to greater success in business; your pathway to greater pleasure in vacation days ahead. For swift, dependable TWA Skyliners can help you *see more* and *do more* no matter where in the world you want to go.



Where in the world do you want to go? For information and reservations, call TWA or see your travel agent.

FLY TWA
TRANS WORLD AIRLINES
U.S.A. · EUROPE · AFRICA · ASIA

ACROSS THE U.S. AND OVERSEAS . . .



Twigg
. . . coordinating the skills of the
fabricating experts with
. . . for greater delivery
Twigg means precision and skill in the fabrication of components and assemblies for jet aircraft combustion chambers • transition liners • turbine casings • tail cones • burner supports • brackets • all type spinnings • tube bending • other essential components.
TWIGG INDUSTRIES INC
BRAZIL • INDIANA

Precision and skill in the fabrication of

Components and Assemblies

...to make America's great
jet engines first in performance

Engineered to meet the highest standards set forth by industry for the fabrication of combustion chambers • transition liners • turbine casings • tail cones • aft frames • brackets • all types of spinnings • turbine inlet casings • other essential components.

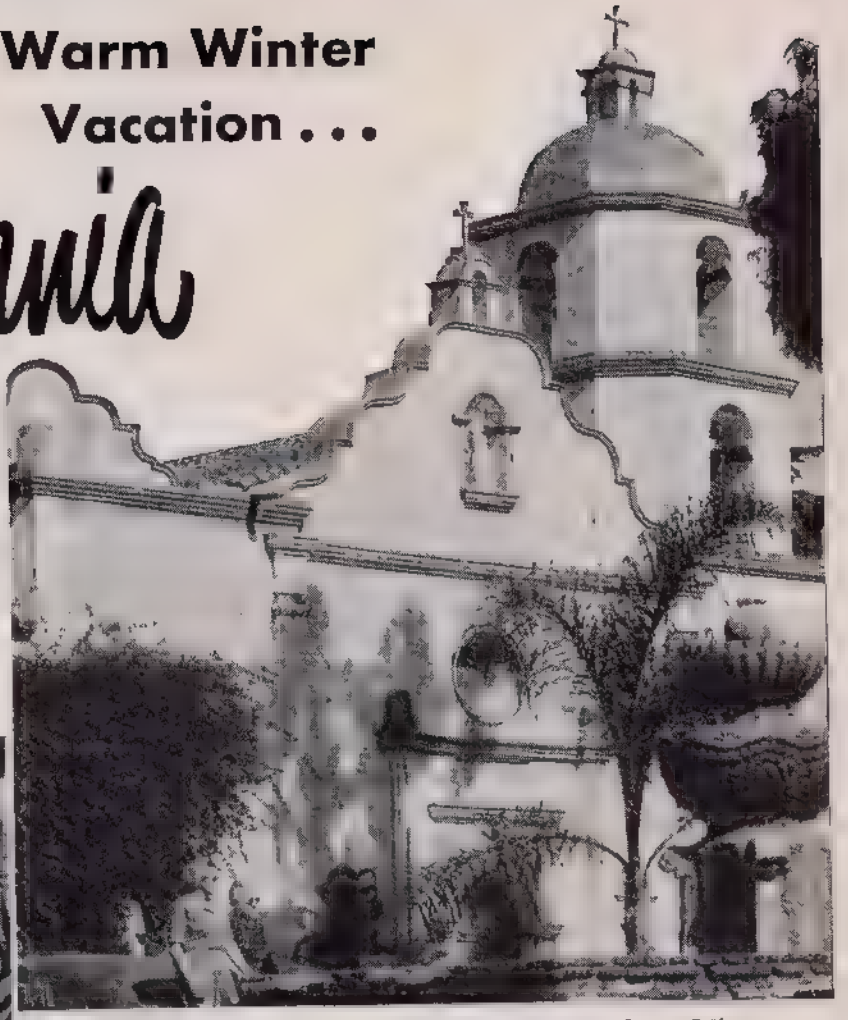
Skilled and semi-skilled employees are needed for increased production demands!

TWIGG INDUSTRIES INC.

BRAZIL, INDIANA

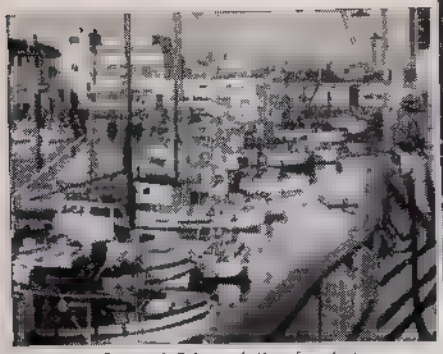
For a Warm Winter Vacation . . .

it's California



Beautiful San Luis Rey Mission is one of many in California

● Complete comfort and freedom from highway hazards on a Union Pacific Streamliner to California's sunshine and warmth. There you have a perfect winter vacation combination



San Francisco's Fisherman's Wharf is a high point in sightseeing adventure

You'll enjoy excellent dining car meals prepared from fresh foods

In service between Chicago and California, the smooth-riding Streamliners "CITY OF LOS ANGELES" and "CITY OF SAN FRANCISCO." Between St. Louis-Kansas City-Denver and the Pacific Coast, the Streamliner "CITY OF ST. LOUIS." Choice of Pullman accommodations; also reserved, reclining Coach seats.

* * *

Going Union Pacific to or from Los Angeles, visit Salt Lake City . . . Las Vegas and near-by Hoover Dam. Ask to be routed on Union Pacific through the West.

UNION PACIFIC RAILROAD
Room 686, Omaha 2, Nebr.
I am interested in a train trip to California.
Please send free booklet.

Name _____

Address _____

City _____ Zone___ State_____

If student state age——and special material will be sent.

UNION PACIFIC RAILROAD

UNION PACIFIC RAILROAD

america's best-known and best-loved dolls

horsman

It's so much

easier to sell

horsman

the 1953 line

that offers you everything

horsman dolls, inc.—200 Fifth Ave., N.Y. 10, Factory: Trenton, N. J.

dolls

ATTRACTIVE • TRUE-TO-LIFE • EASY TO SELL

dollie dainties

Fashions for DOLLS

TO FIT ALL SIZE DOLLS, FROM 8" TO 23"

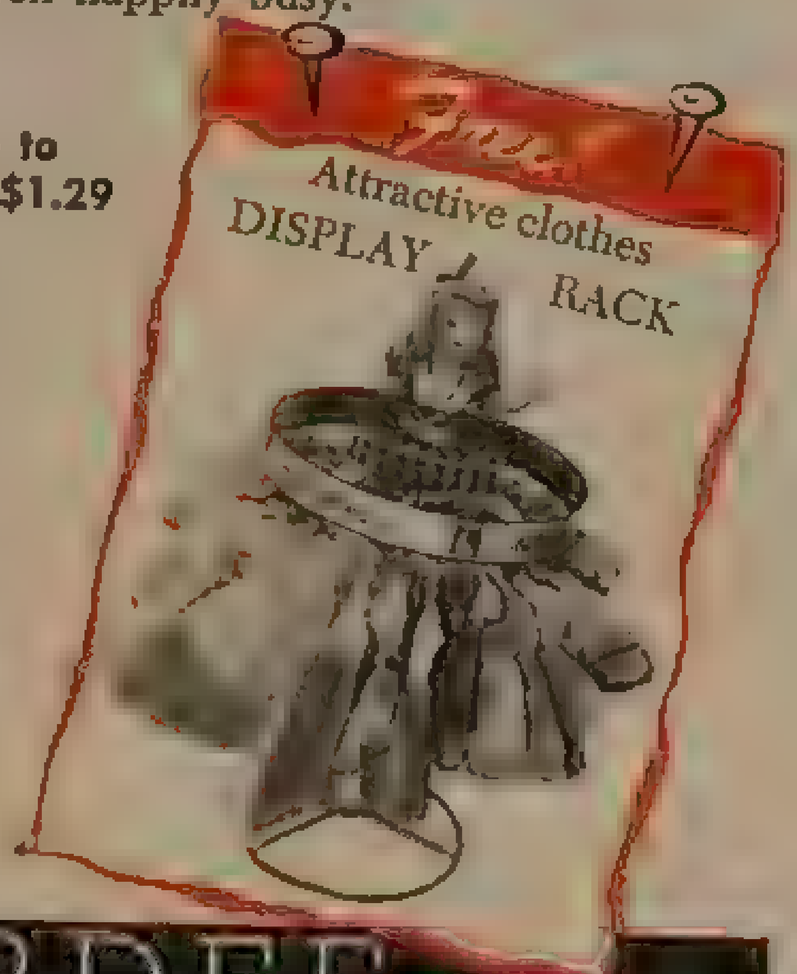
Here's why "dolly dainties" mean more profits for you:

- High mark-ups.
- Excellent "impulse" sellers.
- Handsomely presented on hangers and in cellophane bags.
- Designed from quality fabrics in true-to-life *children's styles.*
- Easy to sell to mothers. Educational and practical; keep children happily busy.

A complete line to retail from 59¢ to $1.29

DRESSES
BRIDAL SETS
LAYETTES
RAINCOATS
BED TIME SETS
UNDERWEAR
KNITTED NOVELTIES
ACCESSORIES
PACKAGED WARDROBES

Write for
CATALOG
just off the press



THE ARDEE COMPANY
366 Wythe Avenue, Brooklyn 11, New York

NO 301

A "DREAM" of a selling line for the "CARRIAGE TRADE"

It's a down-to-earth fact...Stores are doubling their doll carriage accessories sales...by featuring and promoting DOLL DREAM PRODUCTS—the one really COMPLETE line of doll carriage accessories!

- Carriage cover sets, including clips* • Mattresses
- Comforters and pillows • Sheets and pillow cases
- Fitted bassinets and cradles • Carry Baskets • Pram robes

Here—in one comprehensive line—your customers can choose from a variety of styles, fabrics and colors...with the assurance that if it's not in the DOLL DREAM line, it isn't being made!

*Clips included in 300 line and 400 line

Sid Gottheimer, Inc.

Factory and Office: 130 Willis Avenue Bronx 54, N. Y. MOtt Haven 5-1881
Showroom: Room 203, 200 Fifth Avenue New York, N. Y.

make every day a Hol-le day

Hol-lees Toys

Showroom
200 Fifth Avenue, New York 10, N. Y.

Factory
148-150 Post Ave., New York 34, N. Y.

[illegible] by promoting HOLLEE Toys, the most consistent reorder line in America. HOLLEE Soft, Wave Curl, Brother and Sister are the HOLLEE magnet that means the highest hours of traffic [illegible] Appeal to [illegible] Write [illegible] for [illegible] Hol-lees [illegible] about $2.00.

[redacted]

what the well-dressed doll will wear ... in 1953

Progressive **DOLL CLOTHING AND ACCESSORIES**

Night-time, daytime, playtime ...
there's a PROGRESSIVE Doll Outfit
for every occasion, for every doll.
Beauty, quality, fine detail ... plus
bigger assortments and better values
... make PROGRESSIVE the first choice
of fashion-wise dolls and profit-wise dealers!

For a sure sale and a satisfied customer
every time ... feature these
PROGRESSIVE Doll Playettes
and Accessories *all the time:*

- Girl Doll Clothing
- Baby Doll Clothing
- Layettes
- Package Goods
- Slippers
- Stockings
- Nursing Bottles
- Roller and Ice Skates on Shoes

Write for NEW 1953 Catalog—in Full Color

at the
TOY FAIR
Room 815
HOTEL NEW YORKER

Progressive **DOLL ACCESSORIES CORP.**
Room 1450 • 200 Fifth Avenue • New York 10, N. Y.

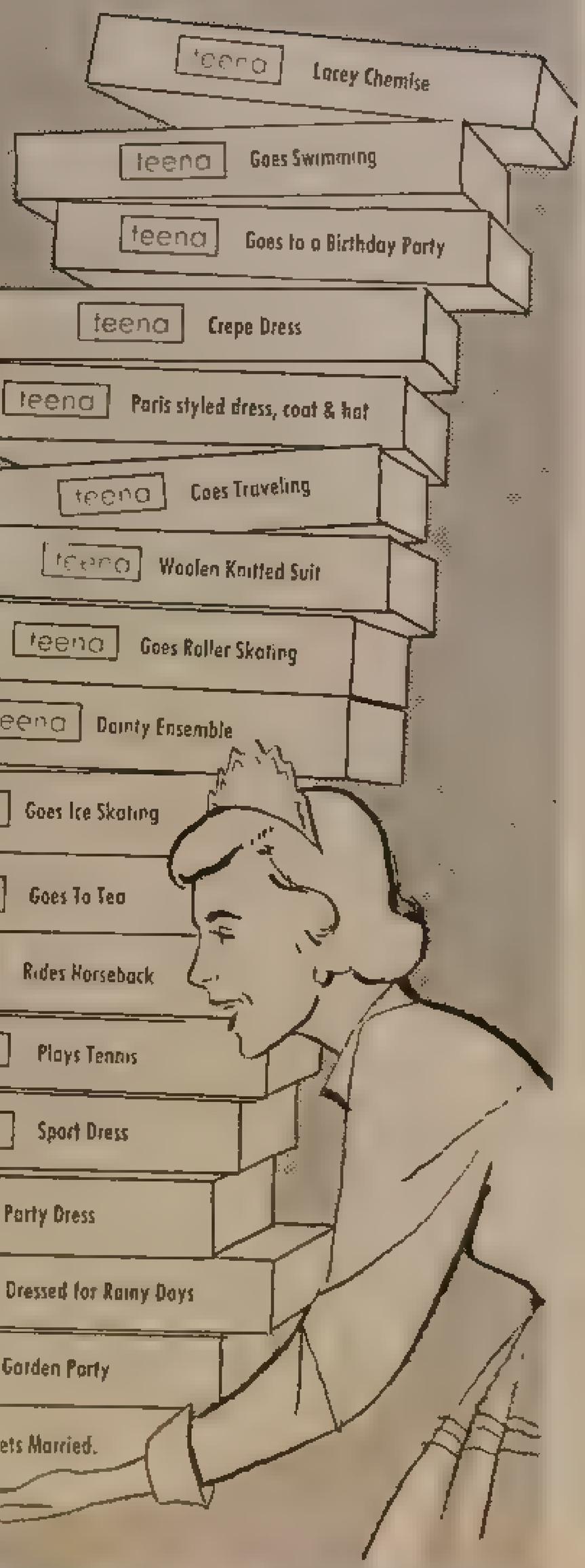
242

GLAMOROUS

Teena

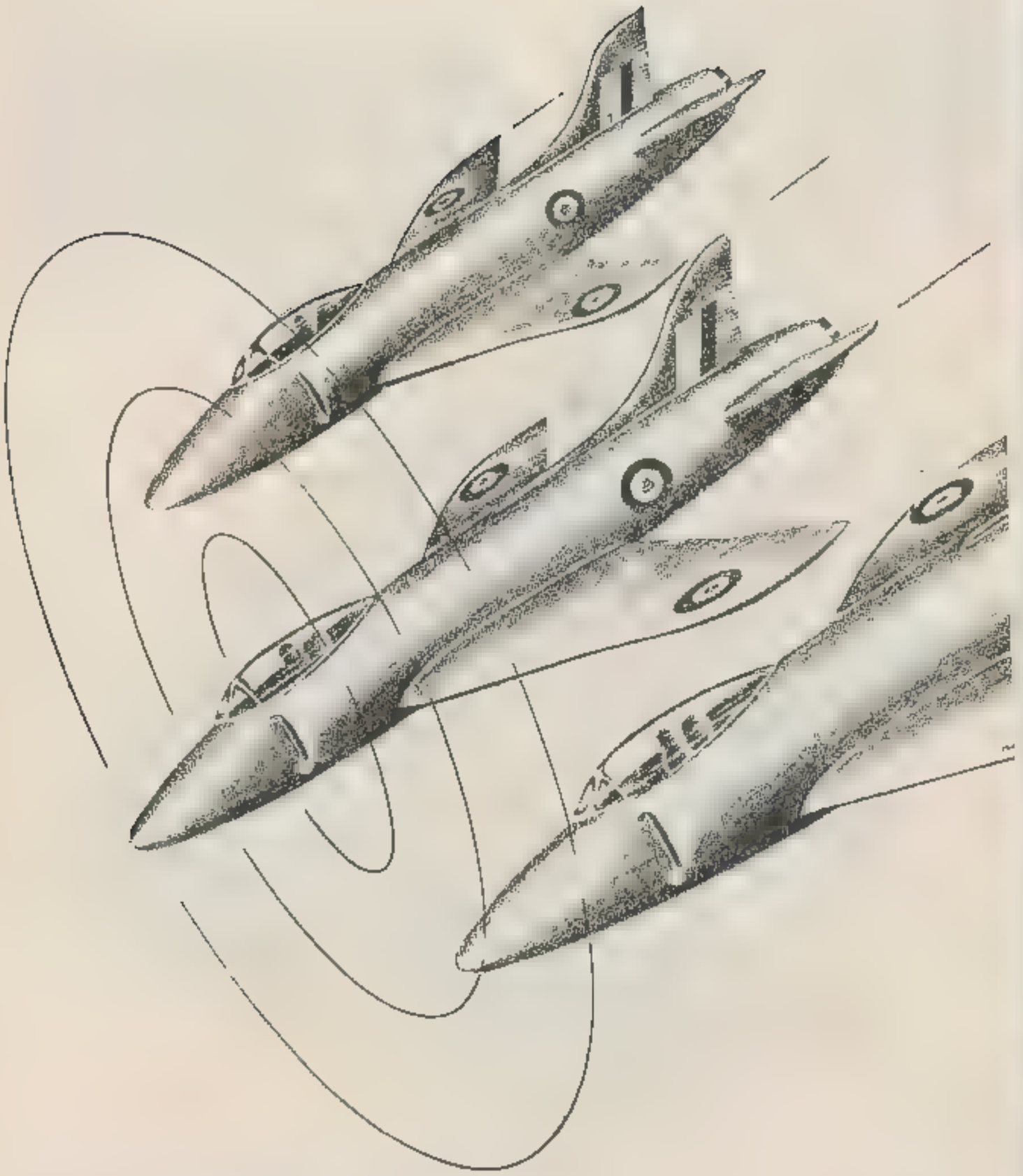
and Her

Eighteen Teen Age Outfits



Valentine Dolls Inc.
200 Fifth Ave., N.Y. Room 1457

the MONA LISA Line



SUPERMARINE SWIFT

This British supersonic fighter, powered by a Rolls-Royce Avon engine, is in super-priority production for the Royal Air Force, ready if needed, for the defence of the free world.

VICKERS-ARMSTRONGS LIMITED · SUPERMARINE WORKS · ENGLAND

OA226A

Wherever You Are

In the United States

You can obtain up-to-date factory parts for your Pratt & Whitney Aircraft engines . . . quickly and easily

Check the authorized Distributor of Pratt & Whitney Aircraft parts nearest you—

PACIFIC AIRMOTIVE CORPORATION
Lockheed Air Terminal
Burbank, California
Oakland Municipal Airport
Oakland, California
Boeing Field, Seattle, Washington

SOUTHWEST AIRMOTIVE COMPANY
Love Field, Dallas, Texas

NORTHWESTERN AERONAUTICAL COMPANY
Holman Field, St. Paul, Minnesota

AIRWORK CORPORATION
Millville Municipal Airport
Millville, New Jersey
36th Street (Opposite International Airport) Miami, Florida

PACIFIC AIRMOTIVE CORPORATION
Linden Municipal Airport
Linden, New Jersey

These leading firms maintain adequate stocks of approved parts for current Pratt & Whitney Aircraft engines.

Always insist on up-to-date factory parts—they'll assure you of maximum engine performance.

Pratt & Whitney Aircraft

One of the four divisions of United Aircraft Corporation

EAST HARTFORD, CONNECTICUT

March 1953

Playthings

the national magazine of the toy trade

1270 Sixth Avenue Suite 1907 New York 20, N. Y.

Kilgore is going places!

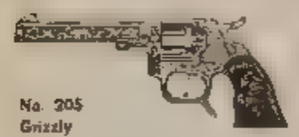
FIRST — THE New "PRIVATE EYE"

NEXT — THE New "PAL"

THEN — "DURA-GLEAM" — the industry's finest finish

AND NOW **Another New Cap Pistol —**

. . . worthy addition to the nation's oldest and best-known line of cap pistols, water pistols, toy paper caps and accessories!



No. 205
Grizzly

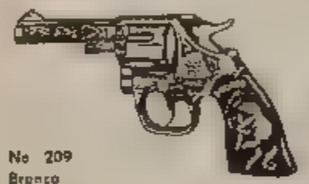
Six-shooter, uses Kilgore's exclusive Disc Mammoth Caps. Handsome "Kilgore western" design with popular extra-long barrel. Six-shooters hang at top and bottom of holsters

No. 217
Big Horn

Six-shooter, uses Disc Mammoth Caps. Big Horn has all the quick-shooter exclusive features but designed to sell at a popular price.

No. 310
Kit Carson

Fifty-shot repeater, uses Kilgore's exclusive Perforated Repeating Roll Caps. Big "western" design with popular extra-long barrel.



No. 209
Bronco

Six-shooter, uses Kilgore's Disc Mammoth Caps. Six shots in single action or double action. Kilgore swing-out cylinder and exclusive Kilgore feature of resetting hammer for double action.

No. 38
Private Eye

Fifty-shot repeater designed to fit market created by the TV series. Has all the modern features including Kilgore Perforated Repeating Caps.

No. 6
Mountie

Fifty-shot repeater, uses Kilgore Perforated Roll Caps. Faithful automatic design. Safety button, as on regular automatic, becomes release lever for pop-up cap magazine.

No 227
Eagle

Original 6-shooter, uses Kilgore's Disc Mammoth Caps. Authentic styling with realistic 6-shooter firing action. Uses Kilgore famous oil-resisting cylinder

No 407
Buck

Single-shot, uses Kilgore's Single Shot Caps. A large size, western-designed pistol with double hammer action.

No. 5
Bobcat

Fifty shot repeater, uses exclusive Kilgore Perforated Roll Caps. Pocket size, double action with swingup grip casing.

No 9
Pa

Single-shot, especially designed for the little fellows' first cap guns. Exclusive spring feature assures that when gun is fired one cap at a time . . . no overloading

No. 4
Hawkeye

Four shot repeater, uses Kilgore Perforated Roll Caps. Same size as Bobcat, but with metal grips instead of plastic.

SINCE 1915 IN CAP PISTOLS AND CAPS IT'S BEEN KILGORE!

"Oh Boy! . . . isn't that a honey . . . "

Actual Size

the Ranger

No. 42 RANGER

A 20-shot western designed with typical [illegible] a big handsome cap pistol with many of [illegible] Fifty-shot repeater. Perforated Roll Caps. Detachable swing-out cylinder, exclusive Kilgore safety [illegible] Kilgore Jet-Pump. Has [illegible] Ranger is a [illegible] Approximately $ .00 retail value.

No. 340
Pocket Squirt

Small but mighty! The Pocket Squirt appeals to youngsters because of the "surprise" element

No. 345
Space Squirt

As modern as space travel. Especially designed to capitalize on the interest aroused by TV and Radio.

No. 350
Western Squirt

As western as the wide open spaces. A good holster gun for the reliable "western" market

Kilgore Jet-Pump

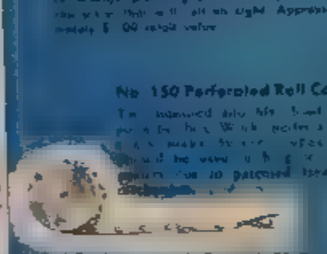
Kilgore's new sensational jet pump [illegible] combines simplicity with effectiveness. All Kilgore water pistols are equipped with this new and dependable pump. Kilgore water pistols are made with semi-transparent polystyrene showing water level at a glance. Available in cardinal red and orange yellow

Single and Double Holsters

Choice of standard or wide belts. Available with [illegible] pistols. Packed in 2-color, illustrated display boxes.

Wild West Outfit

Includes wide belt, double holster, vest, spurs, chaps and [illegible] of cap pistols.



No. 42 RANGER

A 20-shot western designed with typical [illegible] a big handsome cap pistol with many of [illegible] Fifty-shot repeater. Perforated Roll Caps. Detachable swing-out cylinder, exclusive Kilgore safety [illegible] Kilgore Jet-Pump. Has [illegible] Ranger is a [illegible] Approximately $ .00 retail value.

No. 150 Perforated Roll Caps

The [illegible] Kilgore [illegible] Ranger. Will [illegible] a ra[illegible] [illegible] should be [illegible] re[illegible] [illegible] to perforated [illegible]

No. 250 Long Roll Caps

A high quality non-perforated repeating cap.

[illegible] Kilgore caps [illegible] [illegible] [illegible]

Kilgore is going places!

FIRST — THE New "PRIVATE EYE"

NEXT — THE New "PAL"

THEN — "BURA-GLEAM" — the industry's finest finish!

"Oh Boy! . . Isn't that a honey . . ."

Actual Size

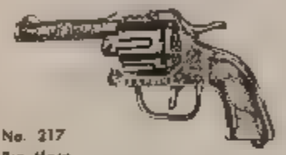
AND NOW **Another New Cap Pistol —**

. . . worthy addition to the nation's oldest and best-known line of cap pistols, water pistols, toy paper caps and accessories!

the Ranger

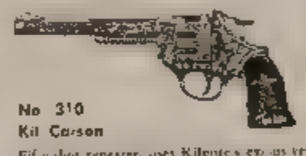
No. 205
Grizzly

Six-shooter, uses Kilgore [illegible] Dot Mammoth Caps. Handsome Kilgore [illegible] cap [illegible] six-shooter hang action and [illegible] des



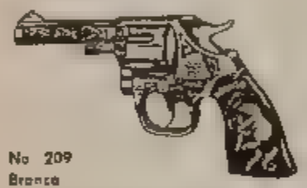
No. 217
Big Horn

Six-shooter [illegible] es Dot Mammoth Caps. Big Horn has all [illegible] Kilgore [illegible] features but designed to sell at a popular price.



No. 310
Kit Carson

Fi[illegible] shot repeater uses Kilgore's exclusive Perforated Reproduction Roll Caps. Big western design with [illegible] extra-long barrel.



No. 209
Bronco

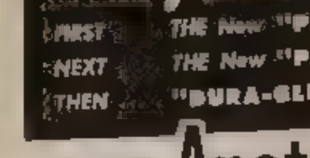
Six-shooter uses Kilgore's Dot Mammoth Caps. Has [illegible] ing a [illegible] ex[illegible] sive Kilgore [illegible] ing that [illegible] an exclusive Kilgore feature of [illegible] ing [illegible] dec

No. 38
Private Eye

Fifty-shot repeater designed to fit market [illegible] varieties by [illegible] Dr[illegible] ia. Rear [illegible] 48 [illegible] design of hydraulic [illegible] uses Dot Kilgore Perforated Repeating Caps

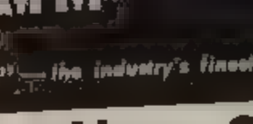
No 6
Mountie

Fifty-shot repeater, uses Kilgore Perforated Roll Caps. Faithful automatic design. Safety [illegible] tion, as all regula. automatic, be comes release lever. [illegible] pop-up cap magazine



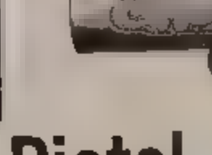
No. 227
Eagle

Original 6-shooter uses Kilgore's Dot Mammoth Caps. Authentic styling with realistic [illegible] hammer [illegible] firing [illegible] Kilgore feature of reloading [illegible]



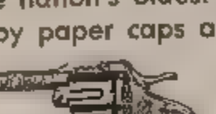
No 407
Buck

Single shot, uses Kilgore's Single Shot Caps. A [illegible] western [illegible] pistol with double hammer action



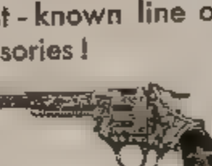
No. 5
Bobcat

Fifty-shot repeater uses exclusive Kilgore Perforated Roll Caps. Powered, double action with swinging grip [illegible]



No 9
Pal

Single shot, especially designed for the [illegible] Fellows [illegible] cap pistol. Exclusive spring [illegible] that [illegible] one cap at a time [illegible] overfeeding.



No. 4
Hawkeye

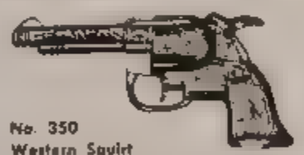
Fifty-shot repeater, uses Kilgore Perforated Roll Caps. Similar to Bobcat, but with metal grips instead of plastic.

No. 340
Pocket Squirt

Small but mighty! The Pocket Squirt appeals to youngsters because of the "surprise" element.

No. 345
Space Squirt

As modern as space travel. Especially designed to capitalize on the interest aroused by TV and Radio.

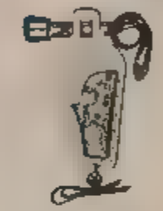


No. 350
Western Squirt

As western as the wide open spaces. A good holster gun for the reliable "western" matinee.

Kilgore Jet-Pump

Kilgore's new, sensational jet pump [illegible] bines simplicity with effectiveness. All Kilgore water pistols are equipped with this new and dependable pump. Kilgore water pistols are made with semi-transparent polystyrene showing water level at a glance. Available in gardenia red and orange [illegible] now



Single and Double Holsters

Choice of standard or wide belts. Available with [illegible] cap pistols. Packed in 2-color illustrated display boxes.

Wild West Outfit

[illegible] ies wide belt, double holster [illegible] cap pistol, bullets and choice of two [illegible]

This K Means OK

Kilgore INC

No. 42 RANGER

[illegible] thumb [illegible] [illegible] [illegible] [illegible] [illegible] safety position for [illegible]

No. 150 Perforated Roll Caps

[illegible] [illegible] [illegible] [illegible] [

YOUNG AMERICA'S SOLD ON ROY ROGERS SHOOT'N IRONS!

R-22 50 SHOT REPEATER

R-21 50 SHOT REPEATER

R 20 50 SHOT REPEATER

See Us at the
TOY FAIR
March 9-18
Room 1042
Hotel New Yorker
Norman Paisley
Sam Gamson

KING OF THE COWBOYS

YOUNG AMERICA'S SOLD ON ROY ROGERS SHOOT'N IRONS!

BOOK OF THE MONTH
SALES PACKED FEATURES

- Automatic firing to ease in quick rate releasing
- Riveted construction no bolts or screws to work loose
- Rust-proof
- Never Miss long lasting firing pin for sure thoroughly tested every primer
- Precision rifled barrel for dependable accuracy
- Individually packaged in Box Appeal boxes

D-26 50 SHOT REPEATER

DALE EVANS SHOOT'N IRONS
QUEEN OF THE WEST

D-27 50 SHOT REPEATER

ROY ROGERS SPURS

GEORGE SCHMIDT MANUFACTURING INC.
716 EAST 14th STREET
LOS ANGELES 21, CALIFORNIA

THE WONDER HORSE DE LUXE

Patented and Trade Name copyrighted

The best Hobby Horse ever designed — The most Beautiful Hobby Horse ever built!

The rich coloring of the PALOMINO horse, as shown here in natural color, is faithfully reproduced in this Life Like Charger.

Manufactured under the same rigid construction specifications as its older brother, THE WONDER HORSE, the PALOMINO is truly a toy of rare beauty.

Skillfully molded of high impact plastics, this PALOMINO Steed represents the last word in safe, beautiful and long-lived toy construction.

A deluxe gaited horse in utility, quality and appearance whose acceptance in the trade has been astounding.

The Wonder Horse De Luxe has our Magic Spring Action and is fully guaranteed.

Unmatched in beauty and design anywhere, this Wonder Horse De Luxe is packed one to a carton; weight, 25 lbs.; overall measurements: length 36"; height 21".

On Display—Toy Show, Room 742, Hotel New Yorker

WONDER PRODUCTS CO.

L. D. Phone 4242

Manufacturers • Collierville, Tenn.

[redacted]

THE WONDER HORSE

"it's gaited"

A juvenile W-O-N-D-E-R, the Wonder Horse is an indoor pony for the kiddies. Its MAGIC SPRING action develops grace, rhythm and muscular co-ordination.

The Wonder Horse is packed one to a carton; weight, approximately 25 lbs.; length 36"; height 19¼".

Enormous play value for children from one to six years old. A real body builder.

On Display—Toy Show,
Room 742, Hotel New Yorker

WONDER PRODUCTS CO.

Patented and Trade Name copyrighted

Manufacturers • Collierville, Tennessee

pride in association with the

Age of Flight

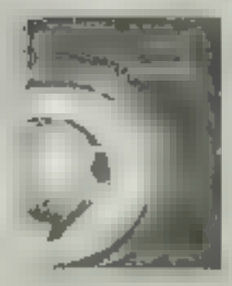
Western Gear Works

CONGRATULATES

Douglas Aircraft Company

on their new DC-7, a most significant contribution to aviation progress

For many years, Western Gear Works has been designing and building mechanical power transmission equipment for the Douglas Aircraft Company, as well as other leaders in the aviation industry. If you have a gearing problem —why not take advantage of Western Gear Works' specialized skill? Our engineers are ready to serve you.



WRITE *on your letterhead for your copy of the informative Brochure No. 5201, "Gearing for the Age of Flight." Address Executive Offices, P.O. Box 182, Lynwood, California*

WRITE WIRE OR PHONE YOUR NEAREST PACIFIC-WESTERN OFFICE

Plants -417 North Ave. S., Seattle 4 Washington
2600 E. Imperial Highway Lynwood (Los Angeles County), California
4035 Folsom St. San Francisco 3, California
Belmont (San Francisco Peninsula), California
132-134 W. Colorado St., Pasadena 1, California
117 N. Palmer St. Houston 3, Texas

Representatives N. 2605 Division St. Spokane Washington
930 S. E. Oak St. Portland 14 Oregon
Room 212 Ross Bldg. Denver 2 Colorado
500 South Ervay Street Dallas, Texas
Engineering & Machinery Ltd. 1356 W. Broadway, Vancouver B.C.

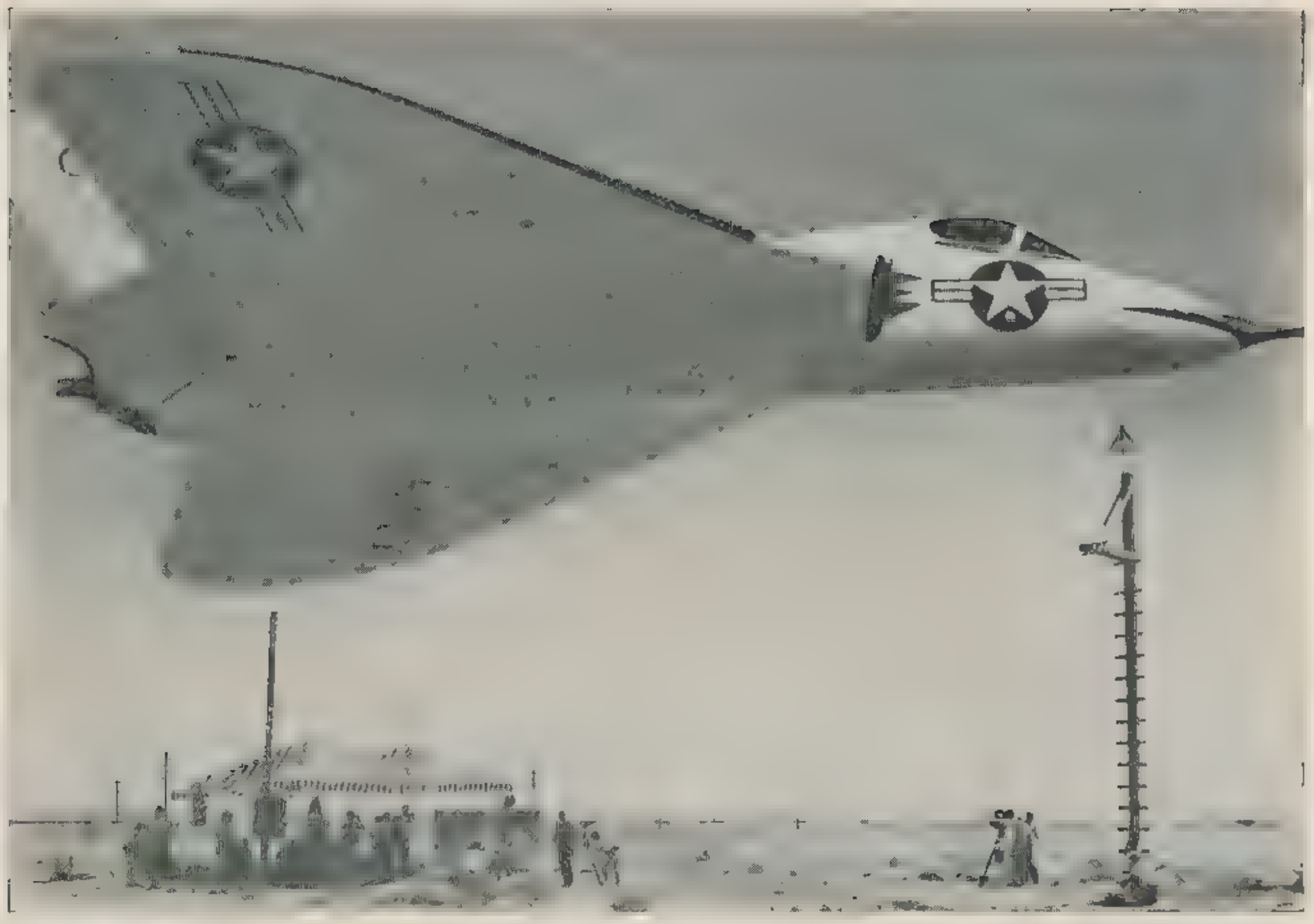
Our 65th Year

WESTERN GEAR WORKS

Manufacturers of PACIFIC-WESTERN Gear Products

Pacific Gear & Tool Works

Plants: Seattle, San Francisco, Belmont (San Francisco Peninsula), Lynwood (Los Angeles County), Pasadena, Houston



Westinghouse J 40 powers F4D to world speed record

U. S. Navy establishes new mark of 753.4 mph

A Westinghouse J 40 turbojet powered the Douglas F4D "Skyray" to 761.414 mph as it recaptured the world speed record for the United States by streaking to an official average of 753.4 mph over the required course.

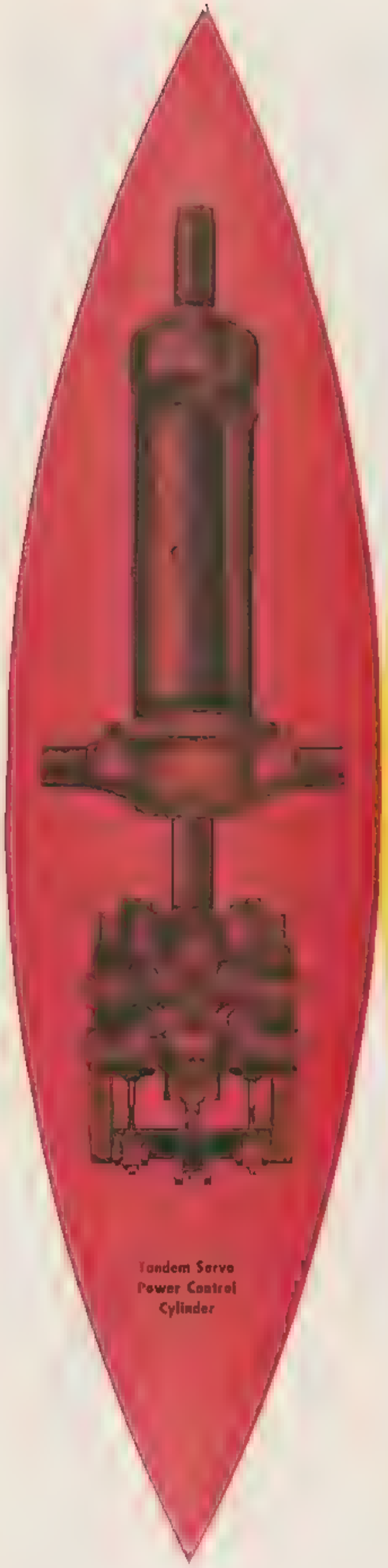
Designed and manufactured by the Westinghouse Aviation Gas Turbine Division in South Philadelphia, Pa., the J 40 and other outstanding turbojets now are being produced at the huge Westinghouse jet engine plant in Kansas City, Mo.

This J 40 contribution to record-breaking jet progress is another example of Westinghouse turbojet leadership. Westinghouse Electric Corporation, Aviation Gas Turbine Division, Lester Branch P. O., Philadelphia 13, Pa. J-54032-A

Official representatives check film of individual passes—746.075, 761.414, 746.053 and 759.499 mph—to determine official average of the Westinghouse powered Douglas F4D.

YOU CAN BE SURE...IF IT'S

Westinghouse



Tandem Servo
Power Control
Cylinder

POWER
TO
MULTIPLY

OUNCES
to
TONS

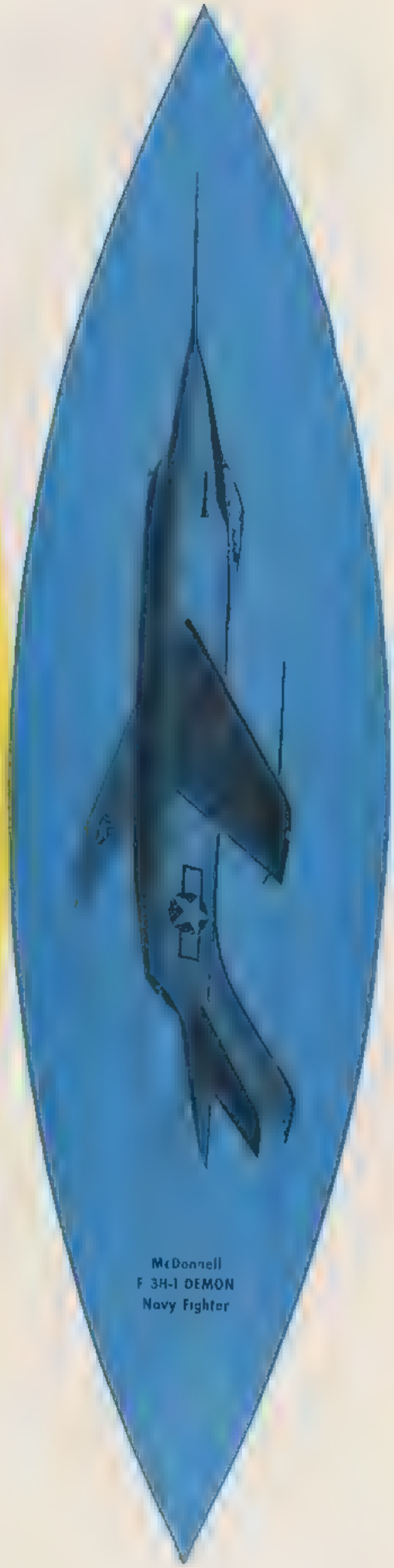
This hydraulic control cylinder multiplies a few ounces of force on the control lever to a thrust of 12½ TONS... the power to operate the aileron controls on the McDonnell DEMON.

Weston Hydraulics Limited designs and manufactures control equipment for airplanes and guided missiles. Such as:

hydraulic power control cylinders,
actuating cylinders,
solenoid selector valves,
manual selector valves,
regulator valves,
shut-off valves,
brake valves,
servo valves,
and pneumatic control units.

Weston
HYDRAULICS
LIMITED

10918 Burbank Boulevard
North Hollywood, Calif.



McDonnell
F 3H-1 DEMON
Navy Fighter

QUALITY—beyond a doubt. *For example, before this Tandem Servo Power Control Cylinder, illustrated above, is released for shipment it has had 1,581 separate inspections, tests, and measurements of dimensions and performance.*

Gifts of magnificence
Coty
White Shoulders
Most Precious
White Shoulders . . . Most Precious

What should a

Hand-Ventriloquist-Dummy

PUPPET

BE ABLE TO DO?

MOVE ITS EYES?
MOVE ITS MOUTH?
MOVE ITS HANDS?
APPEAR TO DANCE?
APPEAR TO SING?
HOLD THINGS IN ITS HANDS?

THE NEW ZANY PUPPETS DO!

SEE THEM ROOM 728 NEW YORKER - 424 - 5th AVENUE BLDG.

ZANY TOYS, INCORPORATED

CREATED AND MANUFACTURED BY THE JAY V. ZIMMERMAN CO.

1320 SOUTH GRAND BLVD., ST. LOUIS 4, MO.

ZANY HAND PUPPETS TO RETAIL AT 69¢

BY THE JAY V. ZIMMERMAN COMPANY — WORLD'S LARGEST HAND PUPPET MAKER

POPULAR - FAMOUS - HAPPY PUPPET CHARACTERS - THAT ALL CHILDREN AND ADULTS WANT!

LIST PRICE $8.40 DOZ.
LESS USUAL TRADE DISCOUNTS
F. O. B. ST. LOUIS, 2% 10 DAYS
in CELLO BAGS or INDIVIDUALLY BOXED

at 69¢ each
BOXED SINGLY OR IN CELLO BAGS

SPECIAL 4-DOZEN ASSORTMENT FOR CELLO BAG PACK:
Complete with self selling Zany Stadium Display and Stand for Dramatic Self Help Multi-Unit Puppet Sales.
When Ordering Specify Boxed Display Stand Ass't.

2 FOR $1.39
(List: $16.80 Doz.)
GAY DOUBLE BOX
that serves also as play theatre. Best selling characters boxed in pairs.
Packed 2 and 4 Doz.

***4 FOR $2.98**
(List: $36.00 Doz.)
IN THEATRE BOX SETS
No. MGM-TB—The 4 MGM Characters
No. TT-TB—The 4 Terrytoon Characters
No. WB-TB—The 4 Warner Bros. Characters
Packed 1 and 2 Doz. to carton

HEADS MADE OF PURE VINYLITE

- GARMENTS of multi-color, pre-shrunk, colorfast fabrics!
- HEADS perfect size for adult and child hand operation!
- Colorfully decorated with safe, non-toxic vinyl PAINTS!
- Some Zany Puppet Characters have MOVING EYES, safely fixed!
- Available in 2, 4 and 8 Dozen ASSORTMENTS (weight 6 lbs. per 2 doz.)

ORDER ASSORTED OR BY NUMBER:
(Specify Boxed or Cello Bag)

Cat No.	Name of Character	
TC	Tom the Cat	Of MGM Color Cartoon Fame
JM	Jerry the Mouse	
DTD	Droopy the Dog	
BTB	Barney the Bear	
MM	Mighty Mouse	Of Terrytoon Cartoon Fame
TB	Terry Bear	
DKD	Dinky Duck	
HM	Heckle the Magpie	
BSB	Bugs Bunny	Warner Brothers Cartoon Fame
PP	Porky Pig	
SC	Sylvester Cat	
EF	Elmer Fudd	
JD	Jimmy Durante	And Many Many More!
BBR	Bonny Braids	
AW	Alice in Wonderland	
BM	Baby Monkey	
NB	Nosey Body	

ZANY TOYS, INC. (Created and Manufactured by the Jay V. Zimmerman Company)
1320 SOUTH GRAND BOULEVARD - ST. LOUIS 4 - MISSOURI

AMERICAN TOYS

TR27
1953

What should a

Hand-Ventriloquist-Dummy

PUPPET

BE ABLE TO **DO?**

MOVE ITS **EYES?**
MOVE ITS **MOUTH?**
MOVE ITS **HANDS?**
APPEAR TO **DANCE?**
APPEAR TO **SING?**
HOLD THINGS IN ITS **HANDS?**

THE NEW ZANY PUPPETS DO!

SEE THEM ROOM 728 NEW YORKER - 424 - 5th AVENUE BLDG.

ZANY TOYS, INCORPORATED

CREATED AND MANUFACTURED BY THE JAY V. ZIMMERMAN CO.

1320 SOUTH GRAND BLVD., ST. LOUIS 4, MO.

ZANY HAND PUPPETS TO RETAIL AT 69¢

BY THE JAY V. ZIMMERMAN COMPANY . . . WORLD'S LARGEST HAND PUPPET MAKER

POPULAR - FAMOUS - HAPPY PUPPET CHARACTERS - THAT ALL CHILDREN AND ADULTS WANT!

LIST PRICE $8.40 DOZ.
LESS USUAL TRADE DISCOUNTS
F. O. B. ST. LOUIS, 2% 10 DAYS
in CELLO BAGS or INDIVIDUALLY BOXED

at 69¢ each
BOXED SINGLY OR IN CELLO BAGS

SPECIAL 4-DOZEN ASSORTMENT FOR CELLO BAG PACK:
Complete with self selling Zany Stadium Display and Stand for Dramatic Self Help Multi-Unit Puppet Sales.
When Ordering Specify Boxed Display Stand Ass't.

2 FOR $1.39
(List: $16.80 Doz.)

GAY DOUBLE BOX
that serves also as play theatre. Best selling characters boxed in pairs.
Packed 2 and 4 Doz.

***4 FOR $2.98**
(List: $36.00 Doz.)

IN THEATRE BOX SETS
No. MGM-TB—The 4 MGM Characters
No. TT-TB—The 4 Terrytoon Characters
No. WB-TB—The 4 Warner Bros. Characters
Packed 1 and 2 Doz. to carton

HEADS MADE OF PURE VINYLITE

- GARMENTS of multi-color, pre-shrunk, colorfast fabrics!
- HEADS perfect size for adult and child hand operation!
- Colorfully decorated with safe, non-toxic vinyl PAINTS!
- Some Zany Puppet Characters have MOVING EYES, safely fixed!
- Available in 2, 4 and 8 Dozen ASSORTMENTS (weight 6 lbs. per 2 doz.)

ORDER ASSORTED OR BY NUMBER:
(Specify Boxed or Cello Bag)

Cat. No.	Name of Character	
TC	Tom the Cat	Of MGM Color Cartoon Fame
JM	Jerry the Mouse	
DTD	Droopy the Dog	
BTB	Barney the Bear	
MM	Mighty Mouse	Of Terrytoon Cartoon Fame
TB	Terry Bear	
DKD	Dinky Duck	
HM	Heckle the Magpie	
BSB	Bugs Bunny	Warner Brothers Cartoon Fame
PP	Porky Pig	
SC	Sylvester Cat	
EF	Elmer Fudd	
JD	Jimmy Durante	And Many Many More!
BBR	Bonny Braids	
AW	Alice in Wonderland	
BM	Baby Monkey	
NB	Nosey Body	

ZANY TOYS, INC. *(Created and Manufactured by the Jay V. Zimmerman Company)*
1320 SOUTH GRAND BOULEVARD - ST. LOUIS 4, MISSOURI

AMERICAN TOYS